

SEP 6 1932

PERIODICAL ROOM

UNIV. OF MICH.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXII

NEW YORK, SEPTEMBER 3, 1932

No. 10

THE EDITOR'S OFFICE
WOMAN'S HOME COMPANION
NEW YORK

August thirtieth
Nineteen hundred and thirty-two

Dear Mr. Longwell:

It may interest you to know that *Blind Youth* has been a very great success as a serial in the *Woman's Home Companion*. It has all the glamour of a typical Kathleen Norris story and added to that it seems to me it is written with rather more than usual sincerity, perhaps because the setting is so much a part of Mrs. Norris' own life and experience. I hope the book will repeat the success of the serial.

With kindest regards,

Sincerely yours,

Kathleen Norris

Mr. Daniel Longwell
Doubleday, Doran and Company
244 Madison Avenue
New York City
CBL-HO

● *Blind Youth* was the serial title of **TREEHAVEN**, but the story is the same. It's going to be one of the most attractive books we've made in a long, long time. Bound in natural green cloth; overall chintz pattern. Stamped in gold; with endsheets in sepia by Truett Carter. A book for every other customer who comes in to your shop. Oct. 5. \$2

P. C. WREN

rivals "Beau Geste"

with his thrilling new romance—

VALIANT DUST

Here's everything Major Wren can put in an adventure yarn — danger, suspense, passion, humour, gallantry, vivid description and above all a first-rate *story*! This new Foreign Legion yarn, brimful of action, recaptures the true atmosphere of "Beau Geste" which sold over half a million copies.

\$2.00

(Ready September 19)

DONALD JOSEPH

Author of "October's Child"

writes a new novel—

FOUR BLIND MICE

Donald Joseph's first book, "October's Child," brought instantaneous critical recognition that here was a sensitive and mature novelist with unusual beauty of style. His third novel covers a man's life between the ages of twenty and thirty-nine. At twenty, Lucius Deering is already blown upon by three of the strongest galés which sweep the human heart—his love for Julian, his friend; for Kay, his wife, and for Neville, his son—and Mr. Joseph projects with vivid power and deep understanding the lives of these four people who are indissolubly bound to each other.

\$2.00

(Ready September 19)

THE CHEVALIER d'EON by M. Coryn

The strange true story of one of the most extraordinary figures of the 18th century—a great swordsman of the French Army, sent to England in the secret service of Louis XV—rumored to be a woman in disguise! Illustrated. \$2.75

(Ready September 19)

Our slogan: Buy your books of your bookseller

FREDERICK A. STOKES COMPANY, 443 - 4th Ave., New York

September Novels

THE GODS ARRIVE

By Edith Wharton

Edith Wharton, regarded widely as our foremost living American woman novelist, has here given us one of her greatest stories. The novel deals with a brilliant woman's rebellion against the moral code of old and fashionable New York society and with a man's deep spiritual struggle to find himself. By the distinguished author of "The Age of Innocence," etc. Sept. 16. \$2.50

THE GREAT GULF

By Erich Ebermayer

Erich Ebermayer, young and well known German writer, is introduced to America by the present novel. Notable for its reality and its vigor, the story deals with post-War Germany and with the "great gulf" which lies today between the broken war generation and those who, because of their younger years, just managed to escape the catastrophe. Sept. 9. \$2.00

TURKEY RED

By Frances Gilchrist
Wood

Here is a novel which will appeal to readers of the Bess Streeter Aldrich books. It tells of a courageous married couple who invaded the old Territory of Dakota and attempted to make their way in life despite the hardships of sod house existence. The portrait of the pioneer mother is particularly memorable. Sept. 9. \$2.00

These are
Appleton Books

September Books

WINGS OVER POLAND

By Kenneth Malcolm Murray

Here is a book with a real wallop—the first published account of the famous Kosciuszko Squadron, that daring group of American and Polish aviators who fought for Poland against Bolshevist Russia shortly after the War. The author was himself a member of the squadron. Illustrated. Sept. 9. \$3.00

THE BUNCH BOOK

By James Douglas. Illus. by Cecil Aldin

James Douglas, the noted English journalist, and the artist, Cecil Aldin, of the whimsical pen, have here combined their talents to produce one of the most irresistible dog books in years. Bunch of Blackadder, a Sealyham pup, is the hero. Illustrated. \$2.50

CURIOSITIES OF LITERATURE

By Isaac D'Israeli

Edited by Edwin Valentine Mitchell

Edited by the well known Hartford bookseller, this one volume edition of D'Israeli's quaint and curious miscellany presents the best of that three-volume work. Illus. by contemporary wood cuts. \$3.00

THE ADVERTISING AGENCY LOOKS AT RADIO

Edited by Neville O'Neill

Eighteen experts from leading agencies discuss the most debated question in advertising circles. Deals with principles, problems, possibilities of radio advertising. \$3.00

THE CURATIVE VALUE OF LIGHT By Edgar Mayer, M.D.

A leading specialist tells the true facts about sunlight and lamplight in health and disease. Appleton Popular Health Series. \$1.50

THE DEVELOPMENT OF AMERICAN COMMERCE

By John H. Frederick

The first compact history in several years of United States commerce from Colonial times to the present. Charts. \$3.00

LANGUAGE AND LANGUAGES

By Willem L. Graff

An excellent general introduction to linguistics. Deals with the genesis of language, distribution of language stocks, laws of linguistic changes, etc. \$4.00

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New York City

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton general trade line in Canada

WHAT Would You Do Facing Gavin's Dilemma? —
— And Why?

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CORTLAND FITZSIMMONS'

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(Publication November 7th \$2.00)

You are an honest hard-working police detective, with a clean record, on the toughest murder case you have ever tackled and the District Attorney is riding you hard for a solution. Suddenly and secretly you come upon a piece of evidence which would convict the woman you love. You know in your heart that she is not guilty—but you must find the true culprit quickly!

The author's solution is simple, logical, satisfying. If you fancy yourself as a sleuth the correct solution should prove easy. Advance copies (without the closing chapter) are now being distributed. Send for your copy today.

You may win:

1st Prize	\$50.00
2nd " "	\$25.00
3rd " "	\$15.00
4th " "	\$10.00

Conditions of Contest: Answers should be in letter form and must be received by *closing date October 10th*. Keep within 250 words if possible. Give only your solution and deductive reasoning therefor. Clearness, conciseness of the reasons for the solution, plus, of course, the correct solution, will be considered by the judges as the basis for the award of prizes. The contest is open to booksellers and employees of bona fide bookstores, book departments and circulating libraries. Address "No Witness" Contest Dept., F. A. STOKES COMPANY, 443 Fourth Ave., New York.

FREDERICK A. STOKES COMPANY, 443 - 4th Ave., New York

TWO CHAMPIONS TURN AUTHOR



GENE TUNNEY

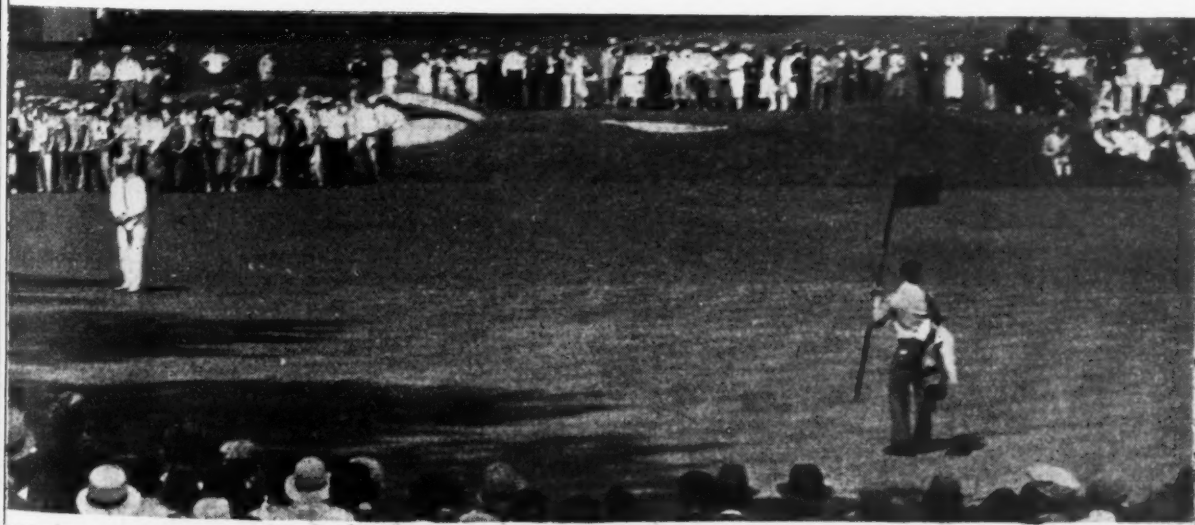
A Man Must Fight

Here is a great combination for September—the life story of the World's Heavyweight Champion (retired) and of the Amateur Golf Champion—and not a line of ghostwriting in either. Tunney's lively, straightforward story includes a lot of inside dope about the ring, as well as some of the best descriptions of fights that we've ever seen in print. Ouimet's reminiscences are virtually a history of tournament golf for the last twenty years, filled with helpful tips on strokes and strategy. Each is absorbing reading; each a book we are proud to publish; and each only \$2.50

FRANCIS OUIMET

A Game of Golf

HOUGHTON MIFFLIN COMPANY



Five fine novels..

Here are names you know, names your customers know. Why take unnecessary chances? Stock these titles—keep them "out front"—and you'll find them satisfactory, in both sales and rentals, because they're known-quality books



ROBERT HICHENS

The popular author of "The Garden of Allah" writes a fascinating novel of what four women did to one handsome, healthy young man. 452 Pages. \$2.50 Sept. 7

Mortimer Brice: A Bit of His Life



NANCY HOYT

A novel of the Anglo-American Smart Set in London. "Excellent renter, possible best seller."—Retail Bookseller. By the author of "Cupboard Love", which has sold 5,954 copies to date.

Three Cornered Love

\$2 Sept. 21



ISA GLENN

We welcome the distinguished author of "Transport" to our list, with this novel of a genius whose beauty kept her out of Eden. Brilliant fiction—especially appealing to those interested in the literary life as it is lived in New York.

East of Eden

\$2.50 Oct. 5



MATHILDE EIKER

The author of "The Senator's Lady" takes a brilliant turn in this sparkling story of Eva, who was Frederick's fact of life. Perfect for libraries and all who like sophisticated reading.

Brief Seduction of Eva

\$2 Oct. 5



A. E. W. MASON

Back again—the popular fiction favorite—the A.E.W. Mason of "Four Feathers" fame! He provides as strong and satisfying adventure romance as any that is being written today.

The Three Gentlemen

\$2 Oct. 5

Doubleday, Doran

Get set for a MIRTHQUAKE September 21st!



JEAN HARLOW (*hopes against hope*)
I hope some day to be loved for my acting and not for my body.

WHO'S HOOEY

NITWITTICISMS of the NOTABLE

Compiled and Annotated by
ARTHUR ZIPSER and GEORGE NOVACK

With 10 caricatures by Rainey Bennett

There's plenty of comic relief for all recent sufferers from the depression in this side-splitting collection of remarkable remarks and happy thoughts uttered for publication by the great and near-great and culled by the editors from newspapers and magazines throughout the country.

We nominate "WHO'S HOOEY" for the laugh-honors of 1932 on the following slogan: Deflate the stuffed shirts and stuffed skirts! Give the long-suffering American Public a good laugh at their expense!

NOTABLE NITWITTICISMS

JOAN LOWELL, ex-sailorette, (*tempts Fate*)
I hope I never write a masterpiece.

MAJ. GEN. SMEDLEY D. BUTLER (*gives a minority opinion*)
I know when to keep my mouth shut.

RT. REV. JAMES CANNON, JR. (*who doesn't seem to know why the figures stagger*)
Prohibition has been proved a success by staggering figures.

JOHN D. ROCKEFELLER, JR. (*gives his point of view*)
It is a happy thing for the world there are some people who can make millions and buy for the rest of humanity the things it needs most.

AL JOLSON (*falls down and goes boom*)
I don't think of these times as depression. Instead of a great big boom, what we've got now is a small boom.

WILLIAM POWELL, movie-actor, (*stoops to folly*)
I think the ideal relationship is between a man and a woman.

HERBERT HOOVER (*whose frankness is disarming*)
A presidential campaign is our regular period of large promises to sufferers of all kinds.



BRUCE BARTON (*the soul of courtesy*)
I apologize to my public for allowing the depression to continue so long.

\$1.00 DUTTON \$1.00

**Coming September 10—a new
popular \$2 edition of**



**new
jacket—**

**new
12 mo. size**

—new advertising campaign!

You sold 40,000 this spring at \$2.50. You'll sell 50,000 this Fall at \$2.00! LOUIS GOLDING'S tremendous novel has never been off the best-seller lists; now it will sell better than ever. NOTE:--the remaining copies of the \$2.50 edition [while they last] will be supplied on your order at the \$2.00 price, less regular discounts. This means an extra 50c profit for you if you order quickly. On September 10th and afterwards the new, popular edition will be featured in all our advertising.

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amazingly low price of \$2.00.

FROM
DOUBLE EAGLE
TO RED FLAG

•1•

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KRASSNOFF

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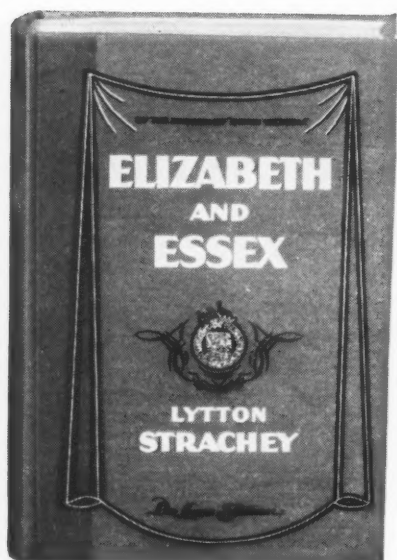


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THE greatest values of recent years bound in leather stamped in gold, and worthy of a place in the finest libraries. All the skill of modern book making, all the advantages of present costs, and the best of recent literature are combined in these editions at a price

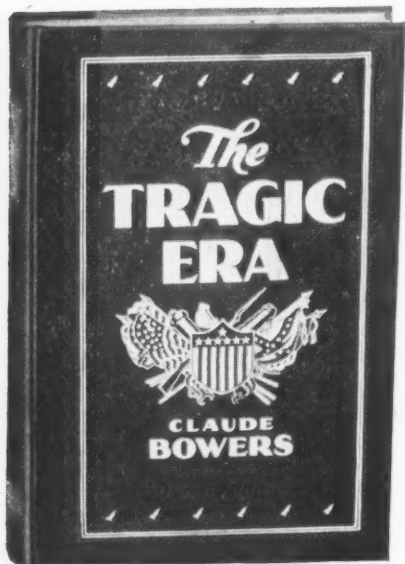
unbelievable a year ago. These books, originally priced as high as \$7.50, we are now able to offer in this beautiful new format for only \$2.00



ELIZABETH AND ESSEX

By Lytton Strachey

ELIZABETH AND ESSEX is the finest biography of England's great Queen and the finest picture of the exciting period in which she lived that has ever been written. Its tremendous popular and critical success has definitely established Lytton Strachey as the best of modern biographers.



THE TRAGIC ERA

By Claude G. Bowers

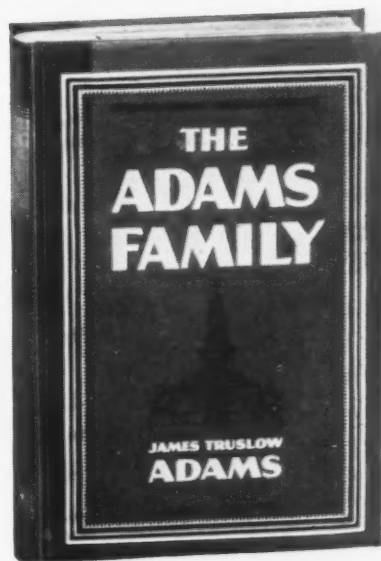
A thrilling and accurate portrait of the dark era of intrigue and corruption which stretched from Lincoln's assassination to the close of the Grant Administration. It is beyond doubt the best single work on the reconstruction period following America's Civil War.



THE ADAMS FAMILY

by *James Truslow Adams*

American history is all cluttered up with Adamses." This book is the biography of America's most consistently important family, seen through the lives of its individuals. Statesmen, scholars, lawyers, writers — the members of this family have been internationally famous. To follow their careers is to touch living personalities and to witness the changing panorama of a nation's growth.



FROM DOUBLE EAGLE TO RED FLAG

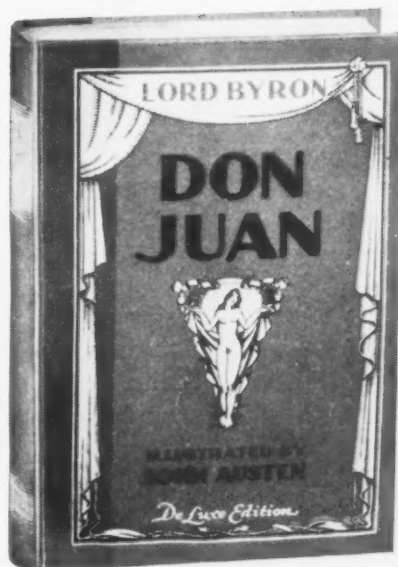
by *General P. N. Krassnoff*

General Krassnoff was an eye-witness of the events in Russia from before the Russo-Japanese war until after Communism had achieved its bloody triumph. In this exciting novel, he gives a complete picture of the most important upheaval in the twentieth century. This book has become the great modern Russian classic.



Byron's DON JUAN

Illustrations on every page by *John Austen*

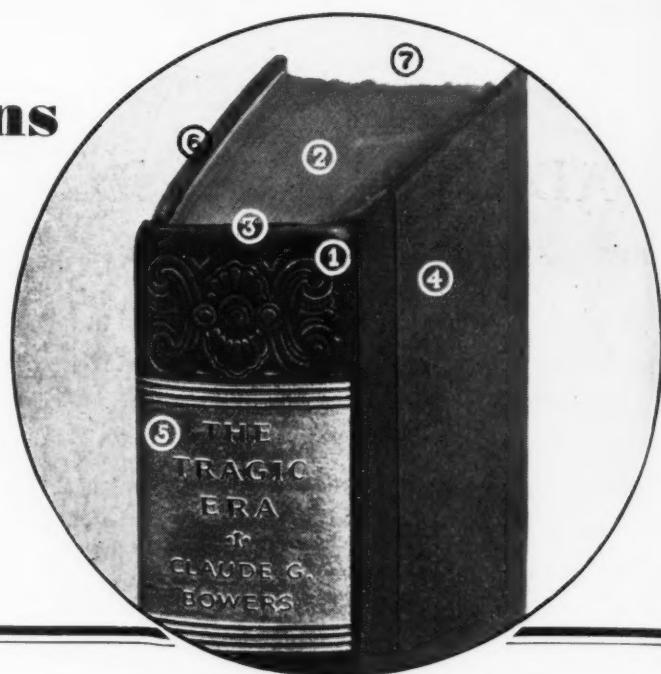


This sparkling epic of a young man of many loves is one of the world's greatest poetic masterpieces. Told from a fund of personal experience, the adventurous and lusty narrative is rightly the work on which Lord Byron's everlasting fame is founded.

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Many of these volumes are beautifully illustrated. *Elizabeth and Essex* contains four new illustrations in color made especially for this edition. *Don Juan* has the famous John Austen black and whites from the original English edition. Others are profusely illustrated with photographs.

SEND IN YOUR ORDER NOW for publication September 7th. Complete displays and imprinted circulars will be furnished on request. Be the first to merchandise this new idea in reprint publishing—a sure winner from Labor Day to Christmas wherever good books are liked and sold.

BLUE RIBBON BOOKS, Inc. • 448 Fourth Ave. • New York

Printed in U. S. A.



Here's a Memorable Start to a New Publishing Season

For the first time in our memory, both *N.Y. Times* and *Herald Tribune* on August 27th devoted the entire front pages of their Book Sections to reviews of a novel. This was **THE SHELTERED LIFE** which is, according to the press, not only the first important novel of the Fall, but one of the first novels of America.

Charles K. Jackson of Burrows Brothers, Cleveland, writes us: "*The Sheltered Life will surpass any other title this year. This is going to be the easiest plus sale item in fiction we have had for some time. The jacket is a wow!*" Scribner's Book Store, McClurg's (Chicago), Wanamaker's (New York), The White House (San Francisco), were already re-ordering as this ad was being written. Here are some of the first reviews. Pick your favorite reviewer!

NEW YORK

"Contains one of the most memorable scenes in American fiction."—*TIMES*

"Head and shoulders above anything I have read this year."—CHARLES HANSON TOWNE

"In this distressing day of a moth's life for books, it may get the double attention which ripe works deserve."—HENRY SEIDEL CANBY

CHICAGO

"A memorable record of a whole social scheme."—FANNY BUTCHER, *TRIBUNE*

PHILADELPHIA

"Among the master writings of our fiction."—WILDES, *PUBLIC LEDGER*

WASHINGTON

"One of the great novels of America."—ISA GLENN

PITTSBURGH

"Finest American novel since *Death Comes for the Archbishop*."—SEIBEL, *SUN-TELEGRAPH*

BALTIMORE

"Takes rank with anything America has produced."—GERALD W. JOHNSON, *SUN*

ATLANTA

"Reiterates her supremacy among the woman writers of America."—*JOURNAL*

RICHMOND

"As a study of the nuances and subtleties of an age just past, it has claims to even greater consideration than one of the foremost novels of the year."—*NEWS-LEADER*

EMPORIA, KAN.

"I read it with delight. It is one of Ellen Glasgow's best books."—WM. ALLEN WHITE

Third Large Printing

\$2.50

DOUBLEDAY, DORAN

THE SHELTERED LIFE

by Ellen Glasgow

"Beautiful"

—Ellen Glasgow

"The novel of the autumn"

—Hugh Walpole



*"A
money in
the bank
best-seller"*

—Retail
Bookseller

NOTE:

The following books listed in our Fall Catalog have been postponed! "No More Sea", by Wilson Follett; "Sigurd Torlietson's Horses" by Svend Fleuron and "Psychobiology", by Adolf Meyer.

The following books have been added to our list: "The Empress," by Carola Oman, author of "Miss Barrett's Elopement," etc.; "Red Death", by Gilbert Collins, author of "Murder At Brambles"; "The Fall Of The King" by Johannes Jensen, who once lost the Nobel Prize by one vote . . . who knows, he may not lose this year; "The House Of Strange Guests", by Nicholas Brady, a mystery story introducing that delightful detective, the Rev. Ebenezer Buckle.

**HENRY HOLT
AND COMPANY**

One Park Avenue, New York

The story of the most important week in a young girl's life; the week of her first dance, the week in which she steps from adolescence into the world of men and adult living. Every advance reader agrees that the book represents Miss Lehmann's finest and most salable work to date. Every woman will re-live in this book the days of her own first dance.

To be published October 14th, price \$2.00. Advertising to appear continuously in N. Y. Times and Herald Tribune Book Sections from October 16th to December 11th, as well as in the magazines. During this Fall we will do no extensive trade advertising. Our policy will be to throw our whole advertising strength into those media which *sell* books *for* the book-seller, not *to* him.

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Instant Public Response
Moves Three Printings in One Week of
Manuel Komroff's
NOVEL OF NEW YORK IN 1836

A NEW YORK TEMPEST



JANE HOLDEN —
a lovely lady of
uneven virtue,
strangled by her
lover.



OLIVER BENSON —
whose trial for the
murder of Jane
Holden was the
sensation of the
1830's.



JOHN HOPKINSON
— the defense at-
torney, whose wily
court room tactics
freed a murderer.



KATHARINE
THE GREAT —
head of what was
known in those
delicate days as an
"establishment."

Because
It's a fine novel
greeted with enthu-
siastic reviews
backed by arresting
advertising
and displayed simul-
taneously in 17
gorgeous windows in
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Here's the greatest love story out of the ancient East

Nur Mahal

and Jahangir belong to the company of the world's great lovers. Their legend lives with the histories of Antony and Cleopatra, Abelard and Heloise. Yet it has not been recorded hitherto in modern English literature.

Harold Lamb discovered Nur Mahal during his studies of Tamerlane and Genghis Khan. She was the lovely desert-born Persian girl who became the uncrowned



ruler of the Moghul Empire at the height of its glory. Her name means "Light of the Palace." In her Jahangir—the emperor—a debauched and brutal Nero—recognized the one love of his life.

For him she fought the enmity of the most magnificent, most sophisticated Court in the world. Once, for his sake, she rode an elephant into battle. She was one of the first women of Asia to break the bonds of seclusion and take part in the world of men.

NUR MAHAL

by HAROLD LAMB

This is by all odds the most popular book Harold Lamb has ever written. It is the story of a woman—her loves and hates, triumphs and intrigues—in a setting of barbaric oriental splendor rarely caught in a book. 336 pages—20 illustrations—Photograph End-Sheets in Sepia. \$2.50. Sept. 14. DOUBLEDAY, DORAN

Do you anything to do with books?

if you want to write, publish, sell or read a book, this should be your handbook

AUTHORS AND THE BOOK TRADE

*by Frank Swinnerton
with notes by Frederic Melcher*

Mr. Swinnerton has been in the publishing business since he was fourteen. For fifteen years he was a publisher's reader. He has written twenty books. For twenty-two years he has been a reviewer. Certainly he is in a position to know whereof he writes—as is Mr. Melcher, one of the best-known figures in the American book-trade, who has annotated this book for the American public.

Mr. Swinnerton explains the functions and the current practices of the author, the agent, the publisher, the bookseller, and the critic. Publicity and advertising, newspaper, magazine and radio reviewing, royalties, profits and booksellers' discounts, rental and public libraries, are some of the interesting subjects dwelt upon. He reveals how and why books are published, the attitude of the author to his publisher and of the publisher to his author, the attitude of booksellers to both, and how books are sold and what makes them sell.

In short, this is a book for you, and for everyone you know who is in any way connected, or desirous of becoming connected, with the book world.

To be published October 15th, cloth, 5¼ x 7¾ inches, 160 pages, \$2.00



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UNCHARTED SEAS

EMILIE LORING

A romance of the turf world; of lovely, valiant Sandra Duval who is torn between loyalty to her friend Philippe and attraction to Nicholas Hoyt; of Fortune and Iron Man, the great-hearted, great-pedigreed stallions; of hopes and desires and strategems. Set in a charming countryside, with humor flashing like summer lightning and with complications hanging on the brink of tragedy, this is Mrs. Loring at her best

\$2

The Penn Publishing Company
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Is there always a MAN?

—asks

FAITH BALDWIN

in her new novel . . . a successor to *Skyscraper*, *Week-End Marriage*, and *District Nurse* . . . and one that will most likely outsell them!

SELF-MADE WOMAN

"Does a man always figure in the business success of a woman?" Kathleen McElroy was 30, unmarried, and one of the most successful business women in New York City. "Was it worth it?" her mother asked, "worth it to go without your own children in your arms? Up to then she had never considered men. And then suddenly she found two in her life—and she could not evade the choice that must be made by every vital and lovely girl, whether they are "business successes" or not. Faith Baldwin has never written anything like this before—watch her readers go for it!

Coming September 15th

\$2

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Schools, Colleges, Libraries, Magazine Societies
will all be featuring the great
SCOTT CENTENARY
this fall

Public interest will be stimulated and throughout the country people will be asking for the "latest and best life of Scott."

Book Society Selection in England

Sell Them The New Biography

BY JOHN BUCHAN

SIR WALTER
SCOTT

Here is a timely book, with a real market, by a man who is well-known to thousands of readers. The way to sell it is to go after the customers on your lists and in your community. Bring it to the attention of teachers, professors, librarians, Scotch societies (Caledonian, St. Andrew's and Order of Scottish Clans), buyers of biography, Scott readers, and those who have read Buchan's *Greenmantle*, *Witch Wood* and other books. A big, beautiful, worthwhile book. 4 page illustrated circular imprinted for you on request. Write today.

Coming Sept. 21, the 100th anniversary of the death of Scott. Illustrated, \$3.75.

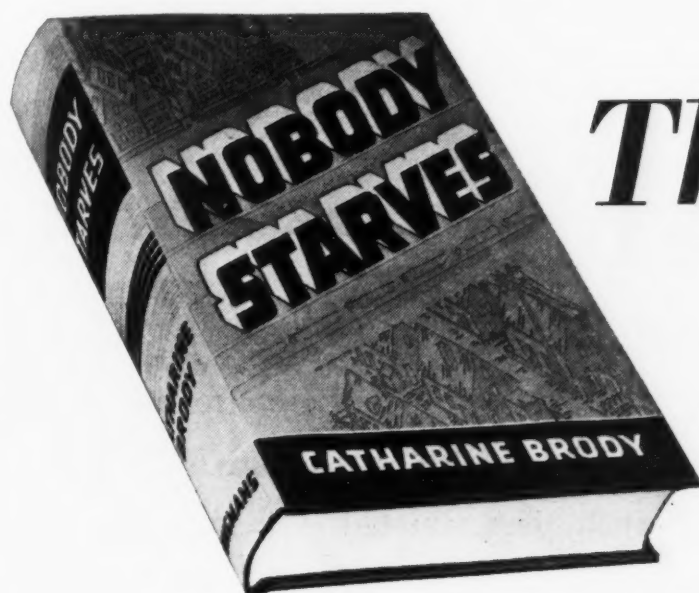


"Buchan's life of Scott is the best since Lockhart"

says **HUGH WALPOLE**

"... He gives analyses of the novels, one of the hardest things in the world to do, with an enthusiasm and interest that makes them live again. While he is writing about the books, he keeps the man also in our minds, so that we see him through them."

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This is the Novel

... of which they say:

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Definitely important. It's the real proletarian literature that everyone has said was impossible.

LINCOLN STEFFENS

Something new and sure. I know now that there's a new, sure writer, a novelist, out.

UPTON SINCLAIR

Real and human story of the American workers and their lives. I am glad to add my voice to the chorus.

ROSE WILDER LANE

Most tremendous thing since "Farewell to Arms."

DU BOSE HEYWARD

A book I will be proud to recommend. I get out of it a sense of complete actuality.

FAITH BALDWIN

The unmistakable ring of truth.

INEZ HAYNES IRWIN

She knows with every ounce of vision, hearing and feeling the ultra-modern industrial world.

MARGARET WIDDEMER

Has the quality of curious aliveness.

ARTHUR GARFIELD HAYES

It is tremendous. You should be proud to publish the book.

ELLIS PARKER BUTLER

Overwhelmingly real . . . the greatest of its kind I have ever read.

DOROTHY CANFIELD

We follow with a never faltering interest the helpless fumbling struggle to be allowed to work and live.

HERSCHEL BRICKELL

It is a superb piece of work.

URSULA PARROTT

I found it the most stirring novel I have read this year.

BLAIR NILES

Powerful and heartbreaking in its terrible truth.

CHARLOTTE PERKINS GILMAN

A powerful writer, that girl.

Oct. 5

PRICE \$2.00

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STARVES**

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55 Fifth Ave., New York

• *An Important ANNOUNCEMENT*

THE CENTURY CO. takes pleasure in announcing that it has concluded an arrangement with THE WILLIAMS AND WILKINS COMPANY, of Baltimore, under which the two companies will collaborate in publishing and selling non-technical books which have hitherto been issued under the latter's imprint.

THE WILLIAMS AND WILKINS COMPANY has long been distinguished for publications in research science, chiefly books by scientists of the top flight for scientists of the same sort. The Company's household god is Authenticity. In many instances the books of the Company are highly technical and readable only by specialists in a given field. Other books, however, while bearing the stamp of authority and literary excellence, are written in such a way as to be understandable by intelligent people who are curious about the developments and progress in many scientific fields.

Works of this class, which are likely to appeal to everyone, everywhere are those which will be handled jointly.

THE WILLIAMS AND WILKINS COMPANY will retain what may be called the purely technical field and all books in this class will be published and marketed exclusively by their organization.

THE CENTURY CO. will publish the more popular titles

THE CENTURY CO. — 353 FOLIO A

ANNOUNCEMENT *to the Trade* •

it has under the imprint: "THE CENTURY CO.—A Williams and Wilkins Book," and motivate the sale through bookstores and trade channels to the general public. Some sixty titles on the current WILLIAMS AND WILKINS list will be taken over at once, and others added as manuscripts falling into this classification are accepted.

All joint publications will be listed in CENTURY catalogues and announcements and advertised along with regular CENTURY titles. A supplementary list of these books is to be issued at once and distributed to the trade for guidance in purchasing.

It is to be noted by librarians and booksellers that all orders for these WILLIAMS AND WILKINS books will be filled in the future by THE CENTURY CO., whose regular trade and library discounts will apply.

As THE WILLIAMS AND WILKINS COMPANY has no "trade organization" and has not sold or promoted its publications outside the special technical markets, it is our belief that the trade will find in this new joint list a group of books for which there is an untouched market. The resources of both publishers will be given to a vigorous and continuous promotion of sales.

FOUR AVENUE — NEW YORK CITY



The BEST POSSIBLE RECOMMENDATION *for* BOOKS of the MONTH

74 % of readers said

"Please send it to my friends"

Another bookstore has just sent out to a list of regular readers a "Questionnaire post card." The owner has proved to himself that "BOOKS of the MONTH" does have real sales-building and good will value for his store. The post card asked the reader of "BOOKS of the MONTH" four questions about the publication.



The most interesting feature was the large percentage of people who, in response to the request on the card, sent in the names of friends, and asked the bookseller to send "BOOKS of the MONTH" to these friends. An analysis shows that 74% of those replying sent in names -- in large numbers, and of good, new potential customers!

An Amazing Response

It is certainly a bit out of the ordinary for any publication to produce such a voluntary, wholehearted response from its readers -- a grateful acknowledgment on their part that they found "BOOKS of the MONTH" worthwhile -- an absolutely unpaid-for testimonial from actual readers, who liked it so well they wanted to make sure of others receiving it!

And Incidentally -- here are the answers to the other three questions which the post card asked: To the query, "Do you receive 'Books of the Month' regularly," 90% replied "YES." When asked, "Do you wish to continue receiving it," 89% said they did. And to the question "Do you find it a helpful guide to the new books," 89% also replied in the affirmative.

Proof again of the popularity and effectiveness of "BOOKS of the MONTH" among its readers! Proof again that it reaches an intelligent, appreciative, book-buying audience. Why not let "BOOKS of the MONTH" prove itself to you?

They liked it so well they asked us to tell their friends
"BOOKS of the MONTH"
a REAL selling aid for the bookseller

R. R. BOWKER COMPANY, 62 West 45th Street, NEW YORK

It took 5 centuries to produce this book!

Of course, Geoffrey Chaucer had first to write his *Canterbury Tales*. But then people had to neglect him, and very nearly forget him—so that G. K. Chesterton, five centuries later than the great poet himself, could tell us in his own way about Chaucer's genius, his life, his poetry, and his times! And it's G. K. C. at his best, witty and provocative, riding high and wide.



It is a fascinating story that his wit and learning tells us, and much more than the life and work of Chaucer. It is a stimulating and informative study of the medieval mind, medieval life, and medieval institutions, such as chivalry, letters, the courts of love, and the Church. Out of the tomb of the Middle Ages, the time

which its critics describe as dark and fanatical, there comes to us the voice of the most cheerful of English poets, as well as the most sane and sensible — from his work Chesterton plucks much information about Chaucer himself as well as the medieval world, in a way that will delight all readers. For although it is a book about a poet and medievalism, it is most of all Chesterton! England has already given it an enormous press, and we know there are plenty of readers in this fair land who enjoy Chesterton. And besides its appeal for the many lovers of G. K., as well as the general reader, it has a special interest for Catholics.



Chaucer by

G. K. CHESTERTON

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TWO OUTSTANDING SALESMEN



Introducing the 1932 Edition of **THE BOOKSHELF FOR BOYS AND GIRLS** *Revised . . . Enlarged . . . Improved*

This is a 52-page list of best books for children—the books of this season and the books that endure from season to season. All are briefly but adequately described with many lovely illustrations. The list is divided into three main sections: Books for the Younger Children, Books for Older Boys and Girls, and Books for Boy Scouts. Within each section are numerous classifications to group and place books. There is an adequate "Contents" page, and a complete title and author index to help buyers find books promptly.

A superior catalog for booksellers and librarians. For Children's Book Week and the Holiday season—and in fact all the year-round.

This list is a catalog of books for the home library, combining with the best of the latest titles a selection of those fine books that have pleased the youth of yesterday and the days before yesterday—the timeless books that have contributed so much of background to child life and adult life.

It encourages Home Libraries! It helps build them out of the fine timbers of fine books. THE BOOKSHELF FOR BOYS AND GIRLS is really a helpful service to buyers of books for all ages of boys and girls, and for every type of reader.

Give copies to your customers.

R. R. BOWKER COMPANY, 62 West 45th Street, NEW YORK

EN FOR BOYS' AND GIRLS' BOOKS

1. The Bookshelf for Boys and Girls
2. A forceful action-getting sales program supplied with it.

Here's a selling team that will *give real momentum* to your child's book sales this Fall—that will *get them off to a running start* in November during Children's Book Week and will carry right through the Christmas holiday season.

Of course, you know about the BOOK-SHELF FOR BOYS AND GIRLS—you know it stands alone as a child's book salesman—is the only thing of its kind in the country. The 1932 edition is fully described at the left.

PLUS A NEW COMPLETE SALES PLAN

With this year's edition of the "Bookshelf" we give you—*free*—a complete child's bookselling program—a sales set-up just full of unusual, valuable, resultful ideas—*complete* with suggestions and information showing you just how to apply it to your store. Of course, we can't give full details now—but just glance below where we've summarized the 6 *biggest, most*

important results this plan accomplishes for you. Look them over—see how helpful it would be to secure a *workable* plan for accomplishing these aims. *Then*—remember that the only way to secure this plan complete—as soon as it's ready—is to place your reservation order *now* for the BOOK-SHELF FOR BOYS AND GIRLS. Act promptly if you want the Sales Plan.

SALES RESULTS ACCOMPLISHED BY THIS PLAN

1. Gives you specific suggestions—with copy and ideas—for reaching your *selected child book prospects* by mail.
2. Helps you get *more and better* requests for the BOOKSHELF FOR BOYS AND GIRLS from *actual* child book buyers.
3. Suggests simple and unusually interesting contests for focusing the attention of parents on child book selection.
4. Contains several plans for getting *parents and children* into your store during Children's Book Week.
5. Outlines numerous valuable suggestions, for displays, entertainment and other features to use in your store during Children's Book Week.
6. Gives valuable ideas for getting new mailing lists of real child book buyers for use before Christmas.

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 OF 1932**

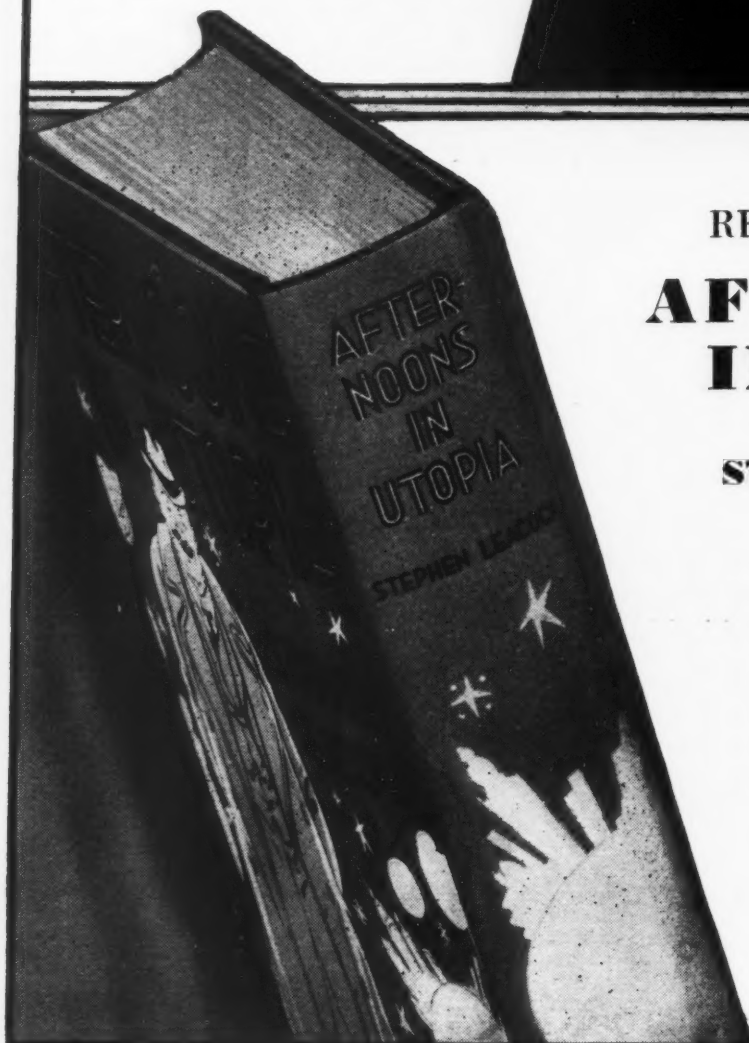
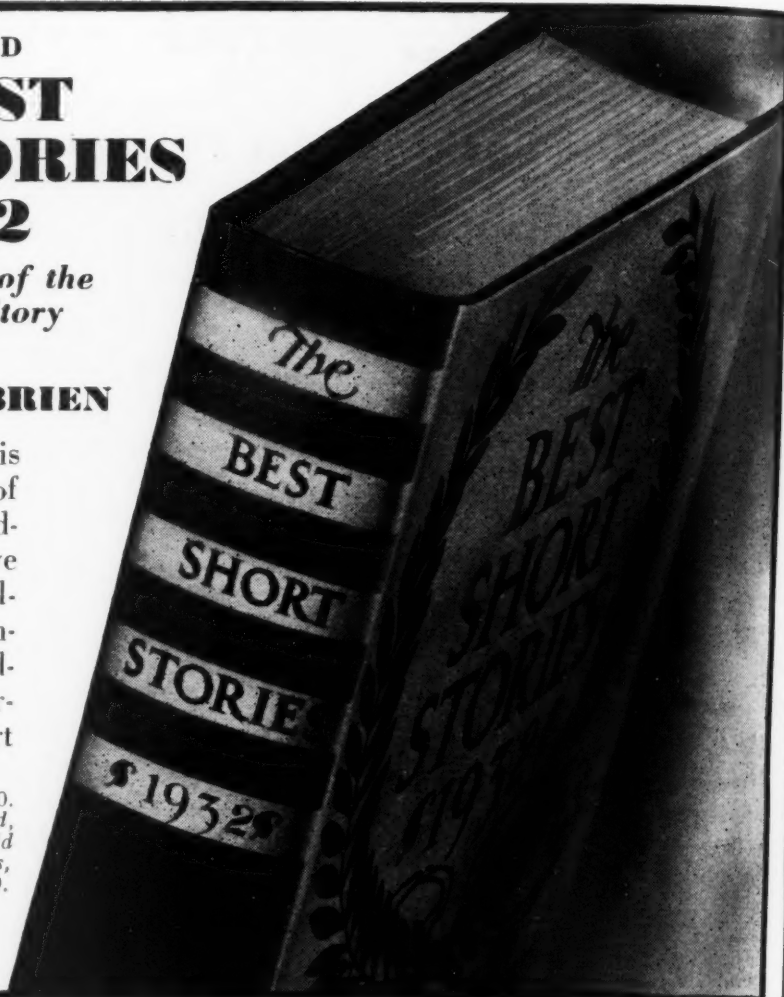
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 3, 1932

Full Steam Ahead!

Optimism Is the Keynote of One Bookseller's Fall Program

Charles K. Jackson

Manager, Book Department, Burrows Brothers, Cleveland

IN THE LAST TWO MONTHS, almost in the last two weeks, we have noticed a change in the attitude of our customers. People who come in ready to buy one book may be sold two or three. Advance orders are accumulating in our files. Good titles already published are easier to sell.

Our customers are optimistic; we are optimistic; and we confidently expect that the fall of 1932 will be a good time for booksellers.

We believe this new spirit is the prelude to a real bookbuying year, and we are ready for it.

During the last two years booksellers have been clearing their stocks of undesirables; and as a result we have on our shelves only books worth owning, and our customers know it.

The publishers are helping the booksellers to an unusual extent this fall. Lists have a larger proportion of sure-fire items. With Galsworthy, Adams, Hemingway, and a half-dozen other really big names on a single list, the bookseller has a chance to do some real selling. Other lists contain equally important authors. Offered such recognized worth, the customer should be more easily convinced and induced to purchase freely.

The bookseller should give serious consideration to cutting down his representation of books on slow-moving subjects, and should follow the recommendations of the American Booksellers Association on budgetary control. In our fall stock orders we have eliminated books we considered doubtful; and we have bought only small

quantities of many other books. Even the books which we think show the greatest promise we have bought relatively lightly. The result is that when we swing into the Christmas season we'll be able to re-order the titles that are selling.

We are depending on the new stock cards to help us in this re-ordering. This is one of the most progressive steps toward intelligent bookselling that has ever been presented to the booksellers of America. Properly used—which means on the selling floor and not growing obsolete at the buyer's desk—these cards will add mobility to book buying, and at the same time will give the selling force a better knowledge of the forthcoming books, and a better idea of proper stock checking.

This year will be a recommendation year. Already our suggestive selling of "The Fountain," "Obscure Destinies," "The Good Earth," and some others has made a noticeable difference in our daily sales total. Advance business has kept pace with other suggestive selling. We had over a hundred advance orders for "Obscure Destinies," and that was only one of several titles we were pushing at the time.

Buying this fall should not be confined to a "Little America" or a "San Michele." Instead customers will ask the bookseller's help in selection to an unusual extent. Though the public is still interested in price, at the same time it is interested in getting real worth in a book. While reviews will be carefully read, customers will come to the booksellers for a more personalized service in book evaluation.

We're ready for this, and we believe the other booksellers of the country are also prepared for it. During the last months we may not have been selling all the books we wanted to, but we've sold a lot of them. To sell in such a season, we had to learn how really to sell. This fall we shall try to apply those principles which we know are right because we've tested them in a period of maximum sales resistance. We know we'll get results.

Already we are cashing in on the selling efforts of the lean years. People are coming in now and buying the books we told them about when they were curtailing their purchases.

Many things we have learned during this so-called depression will make us better able to meet our customers' demands. We have had time to study our stock carefully. We have taken books we thought were unsalable and have read them; then we have thought of customers who would enjoy these books, and we have sold them. We are not reading only books which suit our particular taste; we are keeping ourselves familiar with as many varied lines as possible. Every one of us who is selling books at Burrows is a better bookseller today than in 1929, and we're going to cash in on that increased ability this fall.

We have spoken of the new attitude of our customers. We have a new attitude, too, partly as a result of the more cheer-

ful outlook outside our store, but in great degree as a result of the work we have done ourselves. Our stock has been cleared out so that the books we have to sell can be recommended with enthusiasm, and our knowledge of these books is more complete than it has ever been. Important also is the fact that we know our salesmanship has improved. We are going to add to Cleveland's enjoyment during the coming months by selling many good books.

The "we" used in this article is not editorial. It stands for the sum of the people selling books at Burrows, including our six branch stores and two department store bookshops. It is because every one of our salespeople is ready in spirit, in knowledge, in effort, to make this fall a real book-buying season that Burrows is so confident that this will prove a book-buying year. We know we can do it. We know we're on the right road. If we weren't practising the things that Vash Young preaches we couldn't have sold 1700 copies of "A Fortune to Share." We know the fall lists contain many worthy items, and we are predicting sales equal to the effort we ourselves display.

The better understanding by publishers of our problems, the cooperative effort they are making with the American Booksellers Association towards the betterment of our condition should give the booksellers a feeling of perfect confidence in the future.



Bringing the bookshop to the doorstep. The Book Covered Wagon, described in the following article, at one of the stops on its itinerary



Two views of the *Whaler on Wheels* showing the shelf arrangement and the attractive decoration of the exterior

Books à la Carte

To the Homes, James, When Summer Keeps Customers Away from the Shops

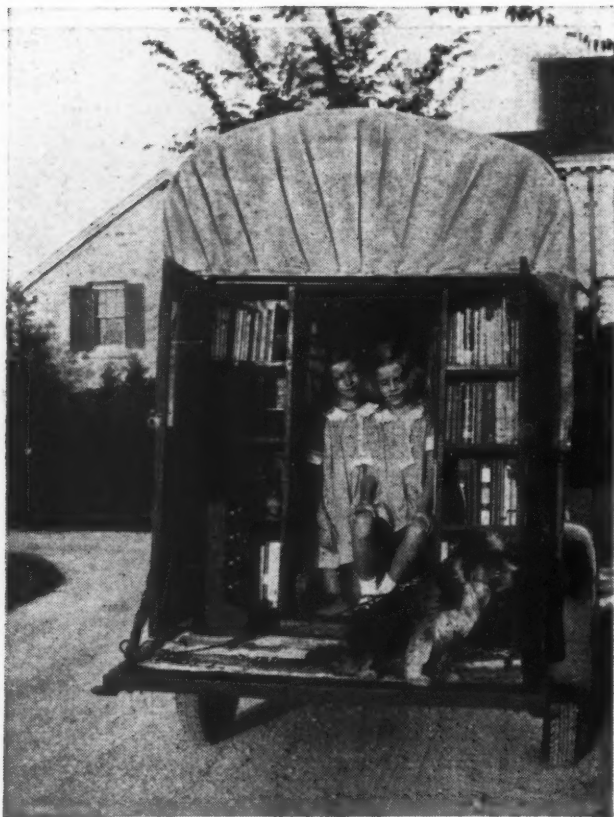
What to do when the summer doldrums visit the bookshop and customers don't, at least in any satisfactory numbers? Book caravans have been the answer in several cases and at least two of them have caused to feel encouraged over this summer's results. The *Whaler Book Shop* in New Bedford sent out its *Whaler on Wheels* for a second season and Frances McLeod's Book Stall in Milwaukee found its first venture into itinerant selling worth repeating next summer.

The *Whaler on Wheels* paid for its car last year, so its largest item of expense this year was the state peddling license. It found that visits to the nearby summer colonies were the most profitable as it required less gas to visit them. The car carried a general assortment of books, about 500 in all. The new fiction and biography were, of course, the easiest selling items, although they were delighted to find that general stock disappeared surprisingly from the car. Children's books also formed a large part of their business. Among the children's books "The Picture Book of Ships" and "Jane's Island" sold well, in spite of the fact that they were new last year. "The Fountain," "Obscure Destinies," "Thirty Clocks Strike the Hour," "Through the Hawse Hole," "Owen D. Young," and "Charlotte Brontë" proved popular titles.

Stock was varied from week to week as they found that during the short summer season it was possible to visit the same house a number of times and profit by having new attractions to offer each time. The plan has been only to sell from the car, but they have carried books from the shop's lending library to regular customers at times.

The car went out regularly three times a week with Miss Pratt in charge of it. One of the principal problems of the wheeling *Whaler* has been to make certain that it was approaching houses where it was desired, usually ones where it had some previous personal contact. The feeling about house to house canvassing for magazine subscriptions is certainly not localized, but the would-be college boys have swarmed over this part of the country and the feeling around New Bedford has been dangerously high. It is the *Whaler's* recognition of how disastrous it would prove if the business of books should become as much of a nuisance as the subscription canvassers that has made the caravan extremely cautious in its approach.

"The Book Stall" for its initial venture into caravanning had elaborate ideas for a trailer designed as an old prairie schooner with canvas top, but practical consideration killed this plan and The Book Covered Wagon when it took to the road was a



The Book Covered Wagon with two young customers and "Dutch," the mascot

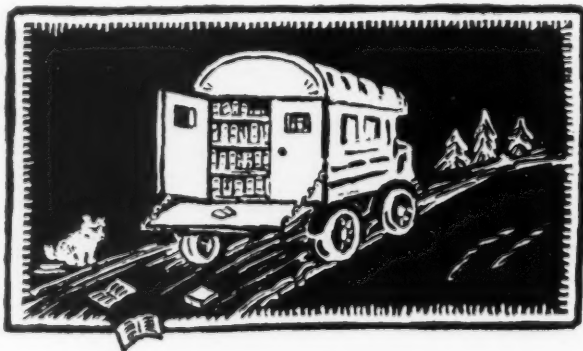
second-hand Ford station wagon. The roof had been taken off, a canvas top put on with hoop projections front and back, shelves built in, the body stained green, and a few jackets were added to the outside. One jacket on the back of the wagon was Fletcher's "Keep Moving"; one on the side, Taggard's "Traveling Standing Still"; another Aldin's "Lost Strayed or Stolen." The shelves had a capacity of 500 volumes, the same number carried by the Whaler on Wheels, apparently the adequate number of books for the caravan. The stock consisted of approximately one-third fiction, one-third non-fiction and one-third children's books. In all groups they had in addition to current titles some older stock, marked down. There was also a

selection of odds and ends, book marks, book ends, scrap books, playing cards, etc.

"The Book Covered Wagon" found that the market for this sort of selling could be reached either through friends who gave it contacts with others of the locality, or by "opening shop" wherever it might be, resorts, small towns, camps. Advance publicity was achieved through newspapers and on one occasion a radio station told something of the trip as a news item. The territory to be covered was limited to the state of Wisconsin.

Both of these caravans count not only on the actual sales to provide returns on their trips, but on the development of their mailing lists and the future order business as well. How valuable these can be can only be determined when the traveling shops have retired from the provinces to their winter quarters. The Book Covered Wagon does not intend to hibernate thoroughly, however. It has lined up two trips, for the fall, one to Appleton in October to attend the meeting of the Wisconsin Library Association and one to a town further north to open up the wagon at a two-day charity sale where Christmas orders can be taken. A percentage of sales and orders during these two days will go to the charity fund. In these trips lie the greatest advantages of the mobile shop.

A third caravan to be successful this summer was the "Ramblin' River Book House" owned and operated by Edwin Ross Armstrong, proprietor of the River Book House in New York City. This caravan toured Cape Cod for two months this summer, visiting the homes of hundreds of book-lovers. Mr. Armstrong mounted a great red book concealing four shelves, on the trunk rack of his open car. This carried his stock and did his advertising, while duplicate titles were carried in a box in the tonneau.



Hansell's New Home



A corner of the book department in the new home of F. F. Hansell & Bro. in New Orleans, showing the arrangement of shelves and tables giving a maximum of display space

F. F. HANSELL & BRO., LTD., of New Orleans, one of the leading bookstores of the south, moved recently to a completely remodeled building, more centrally located than the previous one and with greater facilities for modern display methods. The new address is 131-133 Carondelet Street, just a half block from Canal Street, the main street of the city.

The building, four stories high, offers approximately 12,000 square feet of floor space. It is modern in construction and has an up-to-date ventilating system which ensures a complete change of air in the store every five minutes, summer and winter. The first floor holds both the book and stationery departments, the second floor offices and display space for special exhibits, and the third floor contains the display rooms for executive office furniture. The fourth floor is devoted to steel desks

and tables, filing equipment and commercial office furniture.

In the book department, as well as the stationery department all the counters have been moved to the center of the store leaving the shelves free for access by the customers and permitting clerks "to talk with the customers rather than to them." There is a complete line of the new books on display as well as a stock of textbooks and law books. Stock is arranged in such a way that the maximum number of titles are given display space.

The show windows are spacious and of a modern type, making use of aluminum and black carara glass. Over the show window is a transom area carrying the name of the store in flashed opal glass which silhouettes the name of the store in varicolored letters across the face of the building at night.

Proust Now Complete



Dr. Frederick Blossom

"THE PAST RECAPTURED," the long-expected last volume of Proust, was published last week by Albert and Charles Boni in an excellent English translation made by Dr. Frederick Blossom. We can now see the greatness of the whole novel. "It may be," wrote Edmund Wilson, "that Proust is the last great historian of heart-break house, of the educated classes, of the civilization of the nineteenth century, their society, their intelligence, their diplomacy, their literature and their art."

As this long adventure in publishing concludes, we are reminded how complex has been the whole publishing history of "The Remembrance of Things Past." Pierre-Quint in his life of Proust relates how the first volume of the novel was submitted in succession to the *Nouvelle Revue Française*, *Mercure de France*, *Fasquelle*, *Ollendorf* and was finally published by Grasset in 1913 at the author's expense. It was received by the critics with silence, except for an article in the *Temps*. The first proofs of the second volume were in print when the war broke out and nothing but war-books was published in France for five years. In the meantime some

critics and some friends of Proust began to appreciate the great novel. In November the second volume, called in English "Within a Budding Grove," was, through the efforts of Proust's friends, awarded the Prix Goncourt, and Proust enjoyed three years of fame before his death in 1922.

In England the first three books, each a two-volume novel, were published by Chatto and Windus; but that firm, fearing the severity of the English censor, did not wish to issue "Cities of the Plain," so the succeeding volumes were published by the London office of Alfred A. Knopf, Inc. When the London office was closed Chatto and Windus took over these volumes.

In America the first volume of the series, "Swann's Way," was published in September, 1922 by Henry Holt & Company. But the American publisher, too, thought there would be difficulty in getting "Cities of the Plain" by the censor and decided not to continue publication beyond volume one. The second volume, "Within a Budding Grove," was published in the spring of 1924 by Thomas Seltzer, who also published the third volume, "The Guermantes Way" in the spring of 1925.

In 1926 Albert and Charles Boni took over the Seltzer lists. There had been so much question as to whether "Cities of the Plain" could pass the censors in England that it was cautiously issued in a limited edition in January, 1928, by the Boni firm. There never has been any question about its propriety, however, and it is now issued in a trade edition uniform with the other volumes. There has probably been some eager scanning of the next volume "The Captive" for hot passages, because Edouard Bourdet took the title of his play, which caused a mild stir in its day on Broadway, from Proust's novel; but anyone who reads Proust only to find such passages probably spends a rather discouraged afternoon. "The Sweet Cheat Gone" was published in February, 1930; and now the last book.

All the volumes but the last were translated by C. K. Scott Moncrieff in one of the most famous of all translations. When he died in 1930 a new translator had to be

found for this last book. In England it was translated by Stephen Hudson, the well-known novelist, a friend of Proust. This translation did not, however, measure up to the standards of Albert Boni, and he has quoted passages to us to prove his point.

One phrase concerns the famous hedge of pink hawthorn of "Swann's Way." Hudson translates the sentence "Mlle. Swann throwing some thorny roses to me from the other side of the hedge." Dr. Blossom translates the same phrase, "From the other side of the hedge of pink hawthorn Mlle. Swann gave me a look."

Dr. Blossom, who has made the American translation, was the editor of the two-volume Casanova's Memoirs which Boni recently published. He took his doctor's degree in romance languages from Johns Hopkins and taught French there and at Bryn Mawr. He has lived in France for six years.

Mr. Boni has told us something of the

rewards that a publisher may expect from publishing one of the great modern masterpieces. He has given us the sales figures on the seven volumes of Proust.

"Swann's Way." Holt sold 5536½ copies (it was a two-volume book). Boni took this over in July, 1930, and since has sold 2392. Modern Library edition, 1928, up to December, 1931, 31,437.

"Within a Budding Grove." Seltzer, later Boni, 4617. Modern Library 1930, 12,070.

"The Guermites Way"4088

"Cities of the Plain"4744

"The Captive"7274

"The Sweet Cheat Gone"3788

"The Past Recaptured"2967

Nor did the English publisher, we've been told, gain so much profit as prestige from the publication of Proust. "The Remembrance of Things Past" is one of those masterpieces which everyone praises but few have read.



Dauber & Pine in New York, celebrated the publication of the final volume of Proust, by giving his books an entire window

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

Published by the R. R. BOWKER CO. R. R. BOWKER, President and Treasurer; FREDERIC MELCHER, Vice President; JOHN A. HOLDEN, Secretary.
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LOUIS C. GREENE	Advertising Manager

September 3, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

The New Optimism

WHILE THE BOOKTRADE can read the general market reports only for indirect effect on their fortunes the spectacular rise of the past month in the value of securities has had its immediate influence on the public's state of mind, an actual influence that could not have been achieved by a hundred Buy-it-Now campaigns; and the simultaneous rise in the prices of numerous commodities shows that buyers no longer expect a further sagging in business.

Great curative powers lie in the justified change of attitude which the last month has brought about, a change of attitude that has come in time to have a salutary effect on fall business. Business is built by confidence and hard work. Confidence is being rapidly reestablished, hard work can be continued. American business has in itself an amazing power for self cure and recuperation and this power even more than banking and credit changes will be operative in the coming reconstruction.

People want to read for diversion, people want to read to understand the times; the fall lists are of really notable promise for both types of reading. They should instil confidence in booksellers, who, through hard work, can put every possible sales stimulus behind them.

Giving All Authors a Chance

WHAT BOOKS GO UNPUBLISHED? The cry for a chance for the neglected book is perennial. There are thousands more writers than can be published in any publishing year, for a writer must claim an audience of two or three thousand readers before the facilities of the printing press and binding machine can be profitably used to give his manuscripts an audience.

A generation ago it was new and experimental writing that found a cold reception at editorial desks or the current literature from other nations, but publishing efforts of the 90's created a market for writers in a new vein, and the successful publishing of Balzac, de Maupassant, Ibsen, Maeterlinck, and many others paved the way for greater consideration of contemporary European material.

It was once thought that poetry was a publisher's luxury, but the sales of Hovey, Stephens, Masefield assured it a place on publishers' lists. Drama at one time could be found only in paper-covered prompt-books, but Shaw and Ibsen proved beyond dispute that drama belongs to contemporary book publishing. Children's books, once a by-product of publishing, for which it was hardly worth while for an author to prepare himself, is now an important part of the publishers' lists and publishers have begun to search for authors who can write for boys and girls.

What has gone unpublished in the last decade? Every publisher knows stories of manuscripts that have passed from one office to another before finding acceptance, but usually they do find ultimate acceptance if there is a public for them. Certainly the experimental book has found friends, though often not in numbers which makes the book profitable to the publisher. The last refuge of the neglected author is publication at the author's expense. How many subsequently acclaimed books have been found in that form of semi-oblivion?

Possibly there has been too much hospitality at editorial desks, too much fear that another publisher's list would gain a possible best seller; too much desire to produce each year a "rounded list," but publishers are not mistaken in their general thesis that what is most needed today is not wider selections for their lists but concerted at-

tention to distribution, so that the impulse to buy a book will not be thwarted by the lack of opportunity to purchase it.

Wider distribution will give opportunity to publish books whose virtues the publishers see clearly but for which they are unable to create a market profitable either to themselves or to the author. The publishing of new and experimental literature can be made a more practical business venture and less a luxury; a wider variety of the current literature of other countries can be made available and find its own public; more books in the field of scholarship can be issued from which the publisher may gain profit as well as distinction; books on the arts can justify their costs of production; books of science and business can find buyers as well as borrowers.

It is well periodically to retest the barriers to authorship, but the greatest present barrier is economic rather than editorial. The printing press is an invention for multiplying books, but we must multiply buyers as well as readers if we are to give all good books a chance.

Taking Structural Inventory

WHILE WE ARE STILL estimating and examining the character and extent of the damage done to our trade structure in recent months it is in order also to analyze the weaknesses that we built into the structure during the decade of rapid expansion. For the trade has been like a city which spread itself into green river bottoms without preparation against floods, pretending to believe that the tales of troubles in the past were old wives' tales.

The new intellectual stimulus, our increase in world interests and the gain in fortunes which followed 1920 made it inevitable that there should be expanded sales in the established bookstores and opportunities for new types of shops. Book ownership increased and home bookshelves were built, collecting increased and the stores that nursed and served these growing interests expanded and prospered.

Some of the weaknesses that began to appear but which were covered up by the growing prosperity were: the setting up of businesses with inadequate capital, a common trouble in all periods of expansion and a particularly common difficulty in retail-

ing; the entrance into the business of men and women equipped with a love of books but a dislike for business details which combination cannot but lead ultimately to deficits; an overconfidence in buying in all types of stores encouraged by expanding sales and unchecked by stock control methods; the addition of new types of merchandise which seemed likely to catch some of the luxury business but which in inexperienced hands ate up capital; a too rapid expansion of plant inadequately financed by the surpluses on hand.

These are typical of the weaknesses that prosperity developed in the retail distributive machinery of the trade and these are what caused the disasters when the storm broke and the ships of commerce were called upon to carry on trade in rough seas.

Printing Wages

NEW YORK PRINTING WAGES, which are the key to the printing costs of the country, will now be arbitrated, and the new agreement will go into effect October 1st. Typographical Union Number Six agreed to the arbitration principle as proposed by the Printers' League Section of the New York Employing Printers' Association, and on the other hand the employers agreed to accept the five-day-six-day plan.

The present scale in the book and job industry is \$60 a week for a forty-four hour week. The five-day-six-day plan means that the employees would work forty hours for proportionately less and that when the plants needed more men for the sixth day they would hire these men from among the unemployed, thus spreading work around. This is in line with the proposal for all labor made by William Green, President of the American Federation of Labor, according to the press.

As the present printer's scale is equivalent to \$1.37 an hour, the arbitrators would have to agree on a lower scale than this, if there is to be any change in the present cost of printing production in the New York area or any relief is to be given to the employing printers who claim that they have already scaled charges to the lowest possible figures in order to keep plants running. There will presumably be overtime rates in somewhat the same proportion as under the present plan.

Preview of Fall Attractions

Books That Will Be Box-Office Hits

SEPTEMBER

- AFTER FIVE O'CLOCK.** By Elizabeth Corbett. Century, \$2.
- BEYOND DESIRE.** By Sherwood Anderson. Liveright, \$2.50.
- BLOODY YEARS.** By Major F. Yeats-Brown. Viking Press, \$2.75.
- THE BEST SHORT STORIES OF 1932.** Ed. by E. J. O'Brien. Dodd, Mead, \$2.50.
- THE COKESBURY PARTY BOOK.** Ed. by Arthur M. Depew. Cokesbury Press, \$1.50.
- DEATH IN THE AFTERNOON.** By Ernest Hemingway. Scribner, \$3.50.
- EDUCATION AND THE MODERN WORLD.** By Bertrand Russell. Norton, \$2.50.
- THE FORTRESS.** By Hugh Walpole. Doubleday, Doran, \$2.50.
- THE GIANT SWING.** By W. R. Burnett. Harper, \$2.50.
- THE GODS ARRIVE.** By Edith Wharton. Appleton, \$2.50.
- INHERITANCE.** By Phyllis Bentley. Macmillan, \$2.50.
- INTERPRETATIONS.** By Walter Lippmann. Macmillan, \$2.50.
- MA CINDERELLA.** By Harold Bell Wright. Harper, \$2.
- THE MARCH OF DEMOCRACY.** By James Truslow Adams. Scribner, \$3.50.
- NYMPH ERRANT.** By James Laver. Knopf, \$2.50.
- PEKING PICNIC.** By Ann Bridge. Little, Brown, \$2.50.
- PROLOGUE TO LOVE.** By Martha Ostenso. Dodd, Mead, \$2.
- ROBIN HILL.** By Lida Larrimore. Macrae, Smith, \$2.
- ROYAL FLUSH.** By Margaret Irwin. Harcourt, Brace, \$2.50.
- SELF-MADE WOMAN.** By Faith Baldwin. Farrar & Rinehart, \$2.
- SHOOT AND BE DAMNED!** By Sargeant Ed. Halyburton. Covici, Friede, \$2.50.
- SIR WALTER SCOTT.** By John Buchan. Coward McCann, \$3.75.
- SONS.** By Pearl S. Buck. John Day, \$2.50.
- VAN LOON'S GEOGRAPHY.** By Hendrik W. Van Loon. Simon & Schuster, \$3.75.
- A business girl is featured in the new story by the author of "The Young Mrs. Meigs."
- A southern mill town is the setting for the story of an adolescent boy.
- The Bengal Lancer's experiences with the Turks, before and during the War.
- Short subjects that will liven up your programs.
- The producers are planning a big campaign behind this feature, which they believe has better possibilities than their "Phunology," which sold over 62,500 copies.
- Short stories and sketches, principally about bull-fighting.
- An educational feature that will draw the crowds.
- The third instalment in a series of super-special productions.
- Small-town people in a story by a master of American realism.
- Appleton believes it will attract larger audiences than any of her previous works.
- Pete Howe has wagered it will sell 25,000 by Christmas.
- A timely commentator, author of "A Preface to Morals," speaks.
- For his first production with Harper, Mr. Wright takes his company to the Ozarks.
- "The Rise of the Union." May prove to be another big best seller, says *The Retail Bookseller*.
- Evangeline Edwards experiments with life, from the sands of Deauville to a Turkish harem.
- Best seller and best renter, advises *The Retail Bookseller*.
- This romance of the Northwest will be a dependable seller, according to Dodd, Mead.
- Her novels have grown steadily in sales. To have a large advertising campaign.
- A French historical novel that has been a best seller in England.
- The romance of a successful business woman. It should click.
- The prison camp odyssey of an American soldier captured by the Germans—not for the kiddies.
- A highly praised biography for this centenary year.
- "The Good Earth," sold 50,000 copies in the first seven months of this year.
- Combines geography and history in popular fashion.

Preview of Fall Attractions

Books That Will Be Box-Office Hits

WHO'S HOOEY. By Arthur Zipser and George Novack. Dutton, \$1.

"Nitwitticisms of the Notable." Hear the great and near great utter their happiest thoughts!

OCTOBER

AS WE ARE. By E. F. Benson. Longmans, Green, \$3.50.

BEYOND CONTROL. By Rex Beach. Farrar & Rinehart, \$2.

BEYOND THE BLUE SIERRA. By Honoré Willie Morrow. Morrow, \$2.50.

THE BISHOP'S JAEGER. By Thorne Smith. Doubleday, Doran, \$2.50.

DIANA STAIR. By Floyd Dell. Farrar & Rinehart, \$2.50.

EVIL THROUGH THE AGES. By George S. Chappell. Stokes, \$2.

THE GEORGIAN HOUSE. By Frank Swinnerton. Doubleday, Doran, \$2.50.

THE HOUSE UNDER THE WATER. By Francis Brett Young. Harper, \$2.50.

INVITATION TO THE WALTZ. By Rosamond Lehman. Holt, \$2.

JOSEPHUS. By Lion Feuchtwanger. Viking Press, \$2.50.

LIGHT IN AUGUST. By William Faulkner. Smith & Haas, \$2.50.

A MAN MUST FIGHT. By Gene Tunney. Houghton Mifflin, \$2.50.

NAPOLEON. By Hilaire Belloc. Lippincott, \$4.

NICODEMUS. By Edwin Arlington Robinson. Macmillan, \$1.75.

NOBODY STARVES. By Catharine Brody. Longmans, Green, \$2.

O. HENRY MEMORIAL AWARD PRIZE STORIES. Doubleday, Doran, \$2.50.

THE OSTREKOFF JEWELS. By E. Phillips Oppenheim. Little, Brown, \$2.

PETER ASHLEY. By Du Bose Heyward. Farrar & Rinehart, \$2.50.

THE PRINCESS MARRIES THE PAGE. By Edna St. Vincent Millay. Harper, \$2.

THE SHADOW FLIES. By Rose Macaulay. Harper, \$2.50.

SMITH. By Warwick Deeping. Knopf, \$2.50.

TREEHAVEN. By Kathleen Norris. Doubleday, Doran, \$2.

Completing the author's reminiscences begun in "As We Were."

Mystery—love—aviation—the North Woods—Park Avenue—and a dare-devil hero.

Her first "western" in six years—a romance of glamorous California days.

Adventures in the nudist colony that will hang up the S.R.O. sign.

A long novel about woman's influence in the development of America.

A survey of sin, an outline of indecency, by one of our foremost humorists.

The treatment of the story is a new departure for Mr. Swinnerton, the publisher tells us.

The story of the Tregaron family, by the author of "Mr. and Mrs. Pennington."

Miss Lehman returns to the youthful mood of "Dusty Answer."

A novel about Josephus, the historian, in Rome, Galilee, and Alexandria.

"More human, less brutal than 'Sanctuary'"—but still not for those children's matinees.

But here's one that won't be cut by the censors—adults and young people will enjoy it equally.

"Richelieu" did well, and Napoleon always has box-office appeal.

A book of short poems by the author of "Tristram."

Sinclair Lewis said it was one of the two most promising fall novels.

"The Spice of the Program."

Adventure in the days of the Russian Revolution.

A romance of Charleston—"Mamba's Daughters," sold over 100,000 copies.

A new poetic play by the author of "The King's Henchman."

A comedy of manners, wit and urbanity, of upper-class England.

How a young man and young girl came through the depression.

"Four sisters living on an isolated ranch south of San Francisco are a bit old-fashioned but young and eager for love."

Watch for Our November Attractions Next Week

Customers' Choice

**Bargain Trip Behind the Scenes of the
Capital, with the Authors of
"Washington Merry-Go-
Round" as Guides**

All Expenses Included

Only **\$3⁰⁰** Round Trip **More
Merry-Go-Round**

By the authors of
Washington Merry-Go-Round

Sees all, hears all, tells all
that official terror and censorship have suppressed in
the press and magazines.

From **GOLD BRAID AND EPAULETS** . . . "Another of Pershing's pet hates
was the late Major General Clarence R. Edwards. As the knicker
(The chapter on the army)"

From **THE CAPITAL UNDERWORLD** . . . "The White House fence of today,
rebuilt of steel pickets, has been reinforced by a thick privet hedge which

AN INSIDE-SEEING TOUR OF THE UNITED STATES NAVY

From **ADAMS AND HIS ADMIRALS** . . . "Charles Francis Adams is God's
answer to the admiral's prayer. . . The admirals got an inkling of what their new Secretary

One Full Chapter Stop-over in the Land of the Lobbyists

TAKE A LOOK AT THE PANAMA CANAL ZONE

of the Panama Canal Zone is one of the most remarkable demonstrations

**DON'T MISS GOING BEHIND THE SCENES WITH THE
SUPREME COURT JUSTICES**

You'll Never Forget It

More Merry-Go-Round

Liveright, Inc., Publishers

Liveright's "flyer" (condensed)

We caught A. A. Van Duym in the midst of putting in a window for one of the Doubleday, Doran Book Shops one day last week. The display was of "More Merry-Go-Round" (Liveright) which had just been published. With it was "Washington Swindle Sheet" (Boni). The two jackets go so well together in display that one might almost suspect the publishers of co-operation. We asked him how he thought the new "merry-go-round" would sell and got a very enthusiastic answer. The jacket and the display material the publishers are sending out will help it a lot, he says, and the public is in just the correct frame of

mind for this kind of book. Particularly effective as merchandizing material are the "flyers" of the \$3 bargain trip behind the scenes at the capital.



From "More Merry-Go-Round" we wandered into the subject of fall books in general. Mr. Van Duym, like most other booksellers, is particularly enthusiastic about the quality of the fall books this year. His favorites so far, we learned, are "Nymph Errant" (Knopf). (The publishers have prepared an exceptionally attractive brochure for this title), "They Winter Abroad" (Viking), and "The Book with Seven Seals" (Farrar & Rinehart). But he thinks that there are many others that ought to bring customers into the bookshops. "What the book business needs," he affirmed, "is a book that everyone will have to buy."



From the Doubleday shop we went to look at this week's displays in the windows of a number of other bookshops in the city, and noted that the first guns are already being fired in the fall campaign. In the window of the Post Box Bookshop on East 48th Street, for instance, were "More Merry-Go-Round," "A Princess in Exile," "The Sheltered Life," "Strange Rivers" and "The Revolt of the Masses." All of these look already like steady sellers through the fall season, and there are many more to come that will match them. "The Revolt of the Masses" since the excellent critical reviews it has received has been piling up sales steadily. It had 24 window displays in New York this week.



The *pièce de resistance* of the M. J. Whaley Co.'s window display was "A Princess in Exile." The Viking Press says that this book had an advance sale of 19,000 before publication. It would be a safe bet, we think, to say that there were more advance retail orders taken for this book than for any other title this summer. This is partly due to the autographing parties that were held in a number of shops during the summer months. At the J. W. Robinson Co. in Los Angeles, for instance, orders

were taken for 500 copies of this book the day the Grand Duchess Marie appeared in person. It was this shop, incidentally, that had the idea of providing title-pages for the book to be autographed at the time of the appearance and later bound into the book. Since then a number of other shops have made use of the scheme.

Nearly a thousand of these sheets were autographed and each one meant a definite order. In addition every bookseller who ordered 25 or more copies received autographed copies amounting to 10 per cent of his order.



"Big Business" was another leader in the Whaley window. We told last week of the offer *Little, Brown* made through a number of shops to give away free one copy of "Big Business" for every pug dog brought into the shop. M. J. Whaley was one of the shops making this offer and its display of the poster actually brought one bona fide pug into the store. Its name was "Videt," and you'll see its picture in this department. Putnam's also had a pug visitor this week, but Whaley again took the lead on the strength of a second one later in the week.



A real, live pug was brought to Whaley's



In August Harrison Smith and Robert Haas rented a window on Madison Ave., and prepared effective displays of "We Begin" and "Let There Be Beer!" The keg is from Ruppert's and the steins are the author's.

Harper Takes Over Long & Smith Religious List

THE LIST OF religious books, which was part of the business of Ray Long and Richard R. Smith, Inc., has now been sold in total to Harper & Brothers to add to their Religious Book Department. The foundation of this important group of books was laid by George H. Doran, whose early training was in the religious book field and who made important connections with the religious book publishers in England when he founded his own business in 1909. The department was amalgamated with Doubleday, Doran & Company at the time of the merger, and later sold by Doubleday to Richard R. Smith when he founded his new business in 1929. Harper & Brothers have had a long-time interest in religious books, as the original Harper Brothers were ardent church people, and many important books were on their list such as Philip Schaff's "Creed of Christendom," which only recently the firm has reprinted. Their department has in the last few years been in charge of Eugene Exman. Among the important religious books that Harper welcome to this department are Moffat's Bible translations, the Archer Wallace books, Atkins' "Procession of the Gods," "The Gospel" by the Unknown Disciple, "Twenty-one" by Erdman Harris, and the books of Edna Geister.

Richard R. Smith, president of Ray Long & Richard R. Smith, Inc., when interviewed by the *Publishers' Weekly* concerning the transfer said:

"Deep satisfaction and keen regret characterize my feelings concerning the transfer of our Religious Books Department to Harper's. I greatly regret the severing of ties with authors of religious books and with the men who sell these books. My association with both groups has been one of the pleasantest experiences of my quarter-century in publishing. It became apparent, however, as the volume of our business in the Trade and College Departments increased, that it was impossible for the partners to maintain close relations with authors in these fields as well as in the religious field. Inasmuch as one of the motives which led us to establish this business was a desire to be able to enjoy close and friendly relations with our authors,

we reluctantly concluded that transfer of the Religious Department should be made.

"On the other hand, I am very much pleased that we could arrange for such a fine house as Harper's to take over intact our entire Religious Department. By this plan, we have arranged effectively to maintain a unit which was founded by George H. Doran, under whose astute guidance there was built up one of the leading lists in the religious field."

Century and Williams & Wilkins Work Together

A MOST INTERESTING PLAN has been developed by the Century Company and Williams & Wilkins Company of Baltimore, to collaborate in publishing and selling non-technical scientific books. The spectacular growth of the Williams & Wilkins Company in the scientific and medical field was described in the *Publishers' Weekly* of July 9th on the occasion of their taking over the century old business of William Wood & Company. The firm has never attempted to develop trade connections and yet has been finding that many books are presented to the editorial department for consideration which ought to find distribution through the bookstore outlets. On these publications the imprint will now be "The Century Company: A Williams & Wilkins Book," somewhat on the plan developed by the McGraw Hill Co. in the Whittlesey House and Little, Brown & Company in connection with the *Atlantic Monthly* books. Some sixty active titles from the present Williams & Wilkins list are to be put into this group at once, and all joint publications will be in the Century catalogs, and announcements and advertisements will be carried along with regular Century titles. These catalogs are to be sent to the trade at once. The orders for such books should go to the Century Company at its New York address, where the regular trade discounts will be allowed.

Stockholm Book Demand Rises

IN STOCKHOLM, where Jack London still leads all authors, both native and foreign, in popularity at the public library, the demand for books has increased 22 per cent during the first six months of this year, according to the Librarian, A. Waldner.

Concerning Its Sixtieth Issue

THE PUBLISHERS' TRADE LIST ANNUAL, on the cooperative plan devised by Frederick Leypoldt just sixty years ago, is now being sent out to its subscribers. In bulk, the fat green volume will be thinner than last year, as many publishers have made more compact reference catalogs instead of the display type of catalog. This is a sound move for economical production and the editors of the *Annual* have continued to press for uniformity in the basic plans of each catalog. The total number of pages in the volume is 5800, one of the most difficult binding problems that any bindery can be asked to face.

During the past year, six publishers in the 1931 *Annual* either failed in business or were absorbed by other firms. The *Annual* this year shows a net loss of 15 catalogs, chiefly among the shorter lists, but we have an assurance from those not present this year that next year you will find them again represented in this, the most widely used reference book in the booktrade.

Duke University To Publish Magazine

BEGINNING IN SEPTEMBER, the Duke University Press, Durham, N. C., will publish a quarterly magazine called "Character and Personality." The subscription price will be \$2.00 per year and single copies will sell for 50 cents. A British edition will also be issued simultaneously in London and a German edition in Berlin. The editor is Robert Saudek of London.

Registered Mail Must Be Declared at Full Value

ANNOUNCEMENT HAS BEEN made by the Post Office Department that declaration of the full value of registered mail at the time of mailing is mandatory and that when the full value is knowingly and willfully not stated at the time of mailing, the article is rendered unmailable. If necessary the mailer may be required to show additional proof of value by producing a copy of the invoice or letter of transmittal or by exhibiting the contents of the article to be mailed. This is to ensure the collection of the required surcharges.



John Macy

Obituary Notes

JOHN MACY

JOHN ALBERT MACY, noted American author and literary critic, died suddenly of a heart attack in Stroudsburg, Pa., on August 26, shortly after he had delivered the third of a series of five lectures on early American Literature before a trade union gathering at Unity House. Mr. Macy was one of the leading American literary critics, an authority on American literature, the current phase of which he considered to rank with that of any in the world. He was the author of many books on criticism and other subjects and was also known as an educator, editor and lecturer.

Mr. Macy was born on April 10, 1877, in Detroit, Michigan. In 1899 he was graduated from Harvard with an A.B. degree, receiving his M.A. from the same college a year later. There followed two years of instructorship in English at Harvard, after which Mr. Macy became associate editor of *The Youth's Companion*, a position which he held until 1909. In 1913 Mr. Macy became literary editor of the *Boston Herald*, remaining there for two years. In 1922-23 he was literary editor of *The Nation* and became literary advisor for the publishing firm of William Morrow and Co. when that firm was founded in 1926.

Among the most important of Mr.

Macy's books were "The Spirit of American Literature," published in 1913 by Doubleday and later reprinted by *The Modern Library*—and "The Story of the World's Literature" published in 1925 by Boni & Liveright and reprinted by the Garden City Publishing Co. a year ago. His latest book was "About Women" published in 1930 by Morrow.

MARGERY LATIMER

MRS. MARGERY LATIMER TOOMER, novelist and short story writer, died in Chicago, August 17, a day after having given birth to a daughter. She was 33 years old. Mrs. Toomer, a descendant of Colonial Americans, was the wife of Jean Toomer, Negro essayist, whom she married last year. She was born in Portage, Wisconsin, and was a protégée of Zona Gale, and later, of Joseph Hergesheimer. She was the author of "We Are Incredible," (1928), "Nellie Bloom and Other Stories" (1929) published by Sears, and "This Is My Body" (1930) published by Cape & Smith. A posthumous book "The Guardian Angel and Other Stories" will be issued this fall by Harrison Smith & Robert K. Haas.

Guild Takes Over Book League

THE BOOK LEAGUE OF AMERICA has been taken over by the Literary Guild, it was announced this week. The final choice of the Book League, "The Years of Peace" by Leroy McLeod, will be distributed as the September selection and from then on unexpired subscriptions to the Book League will be filled by the Literary Guild.

Correction

IT HAS BEEN called to our attention that the page from "The Wild West" by Bret Harte, which was reproduced in William A. Kittredge's article on "The Problem of the Chapter Beginning in Book Design" in the August 6th issue, was not designed by R. Coulouma, as mentioned, but by an American typographer, Monroe Wheeler.

Notice to Users of Control Cards

THE PUBLICATION date of "The Birth of the Nations" by Valeriu Marcu (Viking Press) has been changed from Sept. 24th to Oct. 17th. "East of Eden" by Isa Glenn (Doubleday) has been changed from Sept. 21st to Oct. 5th.

Business Notes

BOSTON, MASS.—The Arcade Bookshop, 750 Hill Ave., opened August 1. Frances Brown is the proprietor.

BUFFALO, N. Y.—Martin Brophy and Joseph J. Lenzner have opened a bookstore, under the name of Chaucer & Co., 584 Forest Ave., dealing in old, rare and new books.

COLORADO SPRINGS, COLO.—Edith Farnsworth's Book Shop has moved from 20 East Bijou St. to 217 E. Pikes Peak Ave.

LOS ANGELES, CALIF.—R. Van Clive-Travers, former editor of the Los Angeles Literary Review, will edit and publish *The Black Gull*, a monthly literary review. First issue September 15th. Publishers' announcements and catalogues requested. Offices 148 North Hayworth Ave.

MEMPHIS, TENN.—Controlling interest in Three Musketeers, Inc., 83 S. Third St., has been purchased by Lucille Jefferies, who will act as manager, with Helen Duffield and Mrs. L. Hilliard as assistants.

NEW BRITAIN, CONN.—Suzanne Hine-Book Service, Hillside Place, will open in September as a rental library with special order services. Mrs. H. C. Hine is the proprietor.

NEW YORK CITY—David M. Schoenholz has severed his connections with the Green Book Shop, Inc., and is now located at 11 Bible House, Astor Place, where he deals especially in second-hand and rare books.

NEW YORK CITY.—The Syndicate Trading Company, 240 Madison Ave., is disposing of its entire remainder stock.

PEEKSKILL, N. Y.—The Peekskill Bookshop and Library, 970 Main St., a branch of Semiat's Library and Bookshop, 108 Featherbed Lane, New York City, opened August 1.

ST. LOUIS, MO.—McTyre's Book Exchange, 443 De Baliliere Ave., G. G. McTyre proprietor, opened August 1 as a lending library.

ST. PAUL, MINN.—Mrs. Fay F. Sweney opened the First Arcade Book Shop, 101 First National Bank Building, on June 28. It is a rental library with a few books for sale.

BOOKMAKING

A Monthly Department

Full Trim: A Bias on Current Bookmaking

By Evelyn Harter

TUESDAY, AUGUST 23RD: To the office, reflecting that what every production manager needs is a good *zombie*, a hard-working unobtrusive ghost who could be taught to count words, O. K. bills, see salesmen who pop up every other day, and answer the telephone saying "As soon as possible"... convinced that they are needed worse in manufacturing departments than in the cane fields of Haiti. Find samples of a new jacket on the desk and discover that in spite of all precautions they fail to fit accurately by a quarter of an inch. Under shadow of this, put off checking huge author's alterations bill until another day.

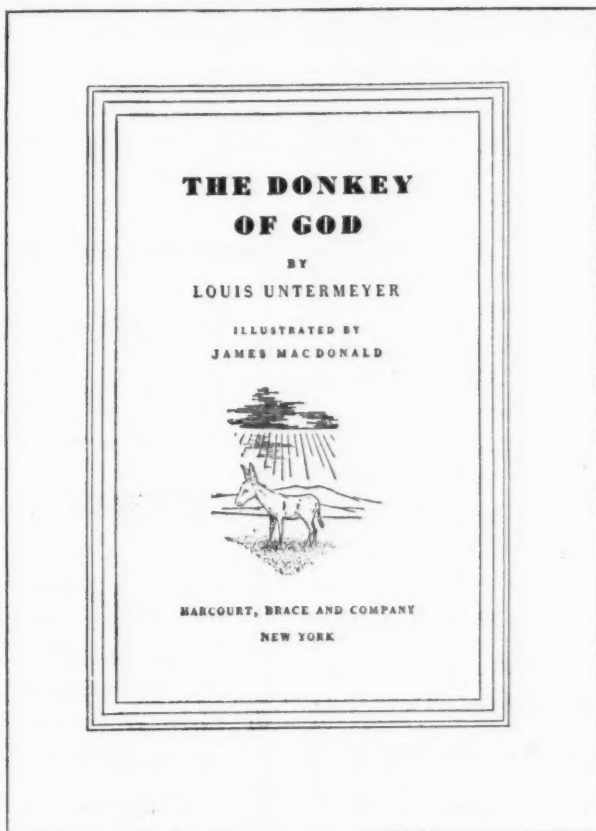
Wednesday: To the Bruce Rogers show at the Grolier Club, wondering why it has been kept such a secret, for it is a fine representative show, not to say inclusive, covering everything from his early Riverside Press books, to specimen pages of the new Odyssey and Bible now in work in England. Find several hundred specimens of printing planned by B. R., including the book-plates, early

period title-pages, and broadsides. Observe how the master is unabashed by hyphens. My companion reflects that in spite of the mastery of drawing and understanding of period typography in the earlier work,

he likes B. R.'s use of white space in later books better, witness "Peronnik, the Fool." Learn that the exhibit is to be kept on through September, and resolve to come back.

Thursday: See a copy of the Limited Editions Club's "South Wind." It is a large book, 8 x 11 inches, the text set in Monotype Centaur in two columns, the illustrations printed in powder blue. The tail-pieces have apparently been made after the text was set, for they fit the available space perfectly—a thought to make planners of trade books wistful.

The book starts with a half-title, and proceeds immediately to the introduction by Carl Van Doren on left and right facing pages. The text starts on the subsequent right hand page, and it is not until one gets to the colophon at the end of the book that one is grudgingly informed that the book



Title-page from "The Donkey of God"
(Harcourt, Brace)

was written by Norman Douglas, illustrated by Carlotta Petrini and printed by the Pynson printers. We reflect that the omission of the author's name from the front matter is a distinction usually reserved to God, although, as book-makers remember, Herman Melville received this accolade a few years ago in the Random House edition of "Moby Dick."

Friday: We are handed a letter from Mr. Whipple, editor of D. C. Heath and Company, relative to our comment on cuts and paper in "The World We Live In," and are sorry to see that what we meant as a tribute to the clearness and openness of the line cuts and the text has not been understood as such. We did feel, it is true, that considering this openness, a more antique paper might have been used to good effect, in accordance with the recommendations of the Book Clinic last year.

Monday: We make pilgrimage to that part of the office of *Publishers' Weekly* which is like a great alimentary canal, where flows and is digested the published work of the nation. The efficiency with which the books are handled, the wealth of classifications, and the variety of uses to which they are put before they are sent on their way to mountain schools and prisons always staggers us a little. We scan several hundred books, and find that out of much mediocre novel-making, the juveniles loom refreshingly. There is the exotic and abundantly imaginative "Ola" by Ingri and Edgar Parin d'Aulaire (Doubleday) done by lithography in four colors. "This Little Pig" by Helen and Alf Evers (Farrar and Rinehart) is economically done in black and red, and this is all that is needed

to make it a charming book. Others that stood out were "Jerry and the Pusa" (Harcourt, Brace and Co.) illustrated as well as written by Eleanor Frances Lattimore, with a very nice title-page, "A Street of Little Shops" (Doubleday) with line drawings in four colors, and "The Bird Began to Sing" (Morrow) illustrated by Ilse Bischoff, lithographed in four colors.

We pause to admire the square shape of "The Donkey of God" and the title-page as well, although we wonder whether the title line wasn't planned for color, as it seems a little heavy in black.

Mr. Melcher comes along and discovers something we should probably have missed, the Rockefeller-McCormick New Testament, done in three volumes by the University of Chicago Press. The noteworthy feature is the facsimile of the Testament, done in many colors and gold by Max Jaffe of Vienna, considered by many the foremost plate maker in the world.

We are told that "Out of Doors" which we admired in these columns last month was bound in Holliston Mills' *Sturdite* and not in fabrikoid as we had observed.

THE NORWOOD PRESS

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the manufacture of fine books*

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Complete Book Manufacturing

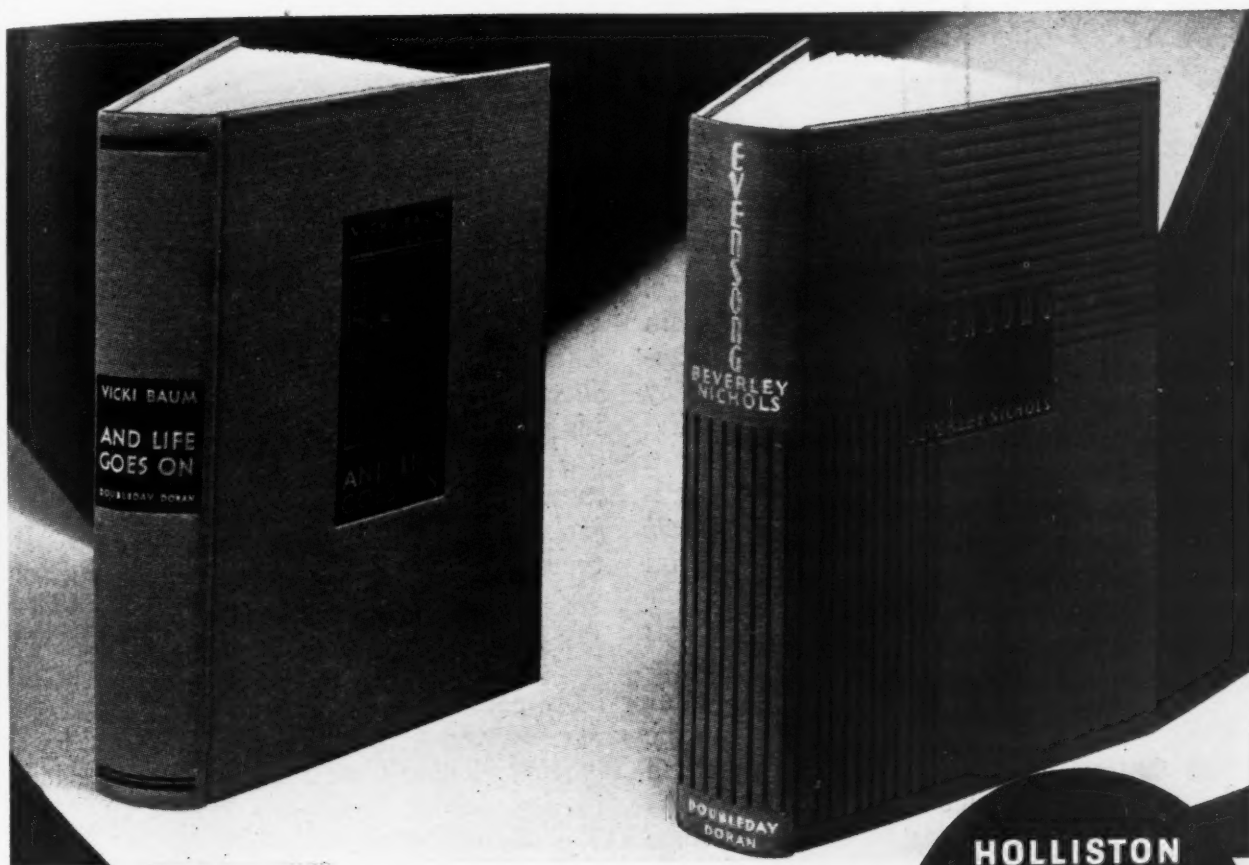
CORNWALL PRESS, INC.

OUR plants offer large facilities with the most modern equipment for the complete manufacture of books of all descriptions under one management with out-of-town costs and service equal to New York City.

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Books by courtesy of Doubleday, Doran & Company, Inc.



These Cloths are liked because they *LOOK* and *FEEL* like cloth

IT ISN'T at all curious that these Natural Finish Cloths are so popular. As we see it, people like them because they look and feel exactly like what they are. No disguised surface finish and no artificial embossing to make them look like something else. They are *cloth* and proud of it.

From far back in history the natural texture of cloth has held an appeal for man. For centuries it has been intimately connected with his daily life as an article of utility and adorn-

ment. And now he shows that he likes his books to have bindings with that same intimate, friendly, "clothly" feel.

Why not use Holliston Natural Finish Cloths for some of those books you are already planning? We'll gladly do our part by sending you a sample book or pieces large enough for dummy purposes. Write us today — The Holliston Mills, Inc., Norwood,

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Holliston

BOOK CLOTHS

• STURDITE LEATHER CLOTH •

HOLLISTON BOOK CLOTHS

• ROXITE, THE PYROXYLIN-IMPREGNATED CLOTH •

"Jacket by Politzer"

Jacket Designer for More Than Fifty Leading Publishers Has a Well-Defined Theory of Jacket Design

"POLITZER" IS THE name he goes by. No one ever hears him referred to as Mr. Politzer or Irving Politzer. Its just plain Politzer. That's the name that has appeared on the jackets of books issued by more than fifty different publishers during the past seven years. Politzer is still a very young man, but the striking originality of his designs and the fact that they sell books has already made him a reputation among publishers.

Perhaps one of the reasons for his success is his hobby of constantly visiting bookstores to watch how people choose their books. This is reflected in the jackets he designs and in the theory that lies behind them. A book's jacket, he feels, is the same as the package that other goods come in. It must attract the customer just as a successfully designed package attracts buyers of other products. Politzer doesn't think that the jacket design should tell the story of the book, instead it should merely suggest it, or give enough to pique the interest of the customer. Telling too much of the story is the same as giving away the plot to a mystery, it destroys interest. So he eliminates all non-essentials from the design and turns his keen sense of composition to the problem of creating a jacket that has sales value, and that can be easily adapted for use in advertising copy. If the motif of the jacket can be used in newspaper and magazine ads, when the customer comes on the title in a bookstore he will already be familiar with it.

Politzer got his start in a lithographing plant. He graduated from this to doing animated cartoons and to illustrating mail order catalogs. Then he found an outlet for his creative expression in designing covers for sheet music. Work in this field was plentiful enough, but as many of the firms which used his work didn't stay in business long enough to pay for it, he felt the need of finding some other market for himself. His first jacket design was for a detective novel, "Rogues and Diamonds" by Selwyn Jepson, which was published by

the Dial Press in 1925. Frederick Rinehart, then with the George H. Doran Company was the next to recognize his talent, and since that time more than three-fourths of the leading publishers have used his work.

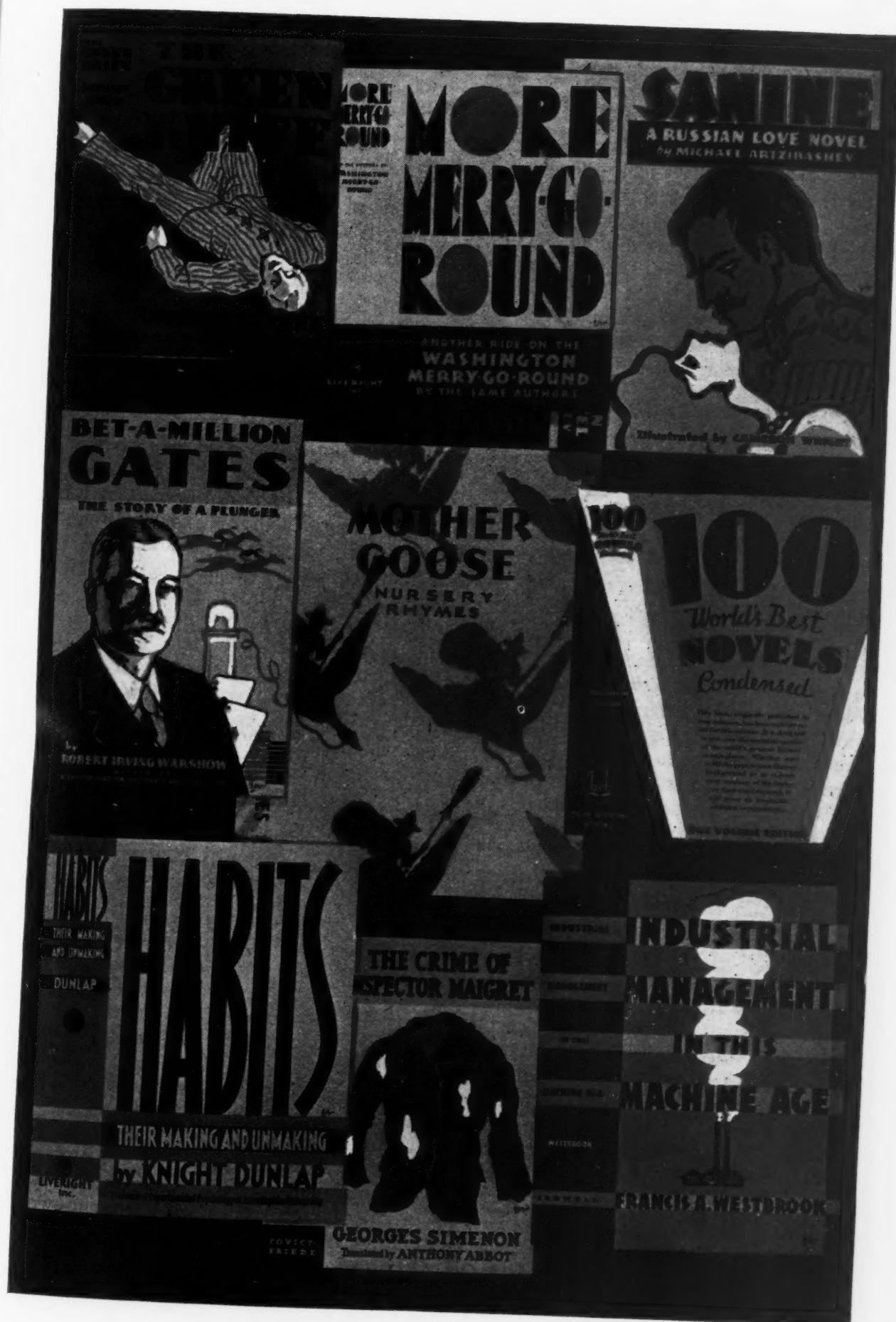
Although individual publishers usually associate him with a particular kind of jacket design, he has covered nearly all types, as the pictures on the opposite page will show. Fiction, crime stories, biography, economic, religious and juvenile books have all taken their places on bookstore counters wrapped in Politzer jackets. Among the better-known books that have carried his work are "Dawn," by Theodore Dreiser, Knut Hamsun's "August," "The Red Knight of Germany," "Little Caesar" and Bobby Jones' "Down the Fairway." The striking jacket for "Ex-Wife" was a Politzer as were jackets for such more serious works as "Advertising and Its Mechanical Reproduction," "Our American Music" and "Concentration in American Industry."

Politzer is ambidextrous, but he does all of his drawing with his left hand. And he does all of his work himself, employing no assistants to help him with his designing. He has been a member of the Booksellers' League for the past five years.

Recent designs from this prolific brush are the jackets for the Blue Ribbon Editions of "Franklin D. Roosevelt," and "The Best Known Works of Ibsen," "Farewell to Reform," "More Merry-Go-Round," "God's Gold," two detective novels by Georges Simenon and numerous others.

Politzer feels that at the present time economy in reproduction is one of the greatest essentials of jacket designing. He plans all of his work with this policy in mind.

His other work includes designs for book publishers' advertisements and portraits of authors which he does for Denhard Pfeiffer and Wells. He also does decorations for firms outside the publishing field.



Jackets by Politzer

Books About Bookmaking

Dr. Hellmut Lehmann-Haupt

Recent German Bookmaking Annuals

The International Gutenberg Yearbook and the Imprimatur have already been introduced to readers of this column. They were reviewed for the first time soon after last year's issues had appeared (August 1, 1932 and April 2, 1932). This year's issues will therefore need no special introductions to their aim and scope.

GUTENBERG-JAHRBUCH 1932. Herausgegeben von A. Ruppel. Mainz, Gutenberg Gesellschaft, 1932.

Generally speaking this valuable and well-known publication has maintained its character as an international platform for the discussion of printing history as well as of modern bookmaking. What astonishes one in turning over the leaves of the recent issue is once again the great variety, geographically speaking, of the contributors and their subjects. Authors of fourteen different nations have written in German, English, French, Portuguese and Spanish. There are, the same as last year, five articles in English, but a great many more of the contributions will be of interest to the English-speaking reader, because illustrations, charts and general arrangement will help their understanding. All the same, we again have to deplore the omission of an English supplement with extracts of the articles. Your reviewer confesses his disappointment all the more frankly, because he has tried during the past year to convince the Gutenberg Society in Mainz of the desirability, in the interest of the American reader, of such a summary.

Among the articles of last year one by *Hubert Foss*, of the Oxford University Press, on "The Printing of Music: Some Problems of Today" was specially remarkable for its contact with actual production problems of the daily work. There is a somewhat similar article, similar in its general attitude of concrete practical demand, in this year's issue: "Irish Script and Type in the Modern World" by *Colm O'Lochlainn*, Director of the City of Dublin School of Printing and Book Produc-

tion. This article, written not without a certain amount of political bias, shows nevertheless a fascinating piece of typographic tradition and a determined statement of the modern Irish printer's demands upon those makers of type whom it may concern.

As Ireland today, Japan may tomorrow make demands upon the typefounders of the Western world. There is, however, a characteristic difference: Ireland is raising its voice because it wants its own national type—the Japanese may say one day that they want to get rid of theirs and use Roman instead. *Dr. Hatsukade*, of Kyoto, has contributed a thorough and comprehensive survey of yesterday's and today's reforming tendencies of the Japanese national script. It is significant that no one dominating tendency is as yet at work, everything is still in the state of discussion among competing movements.

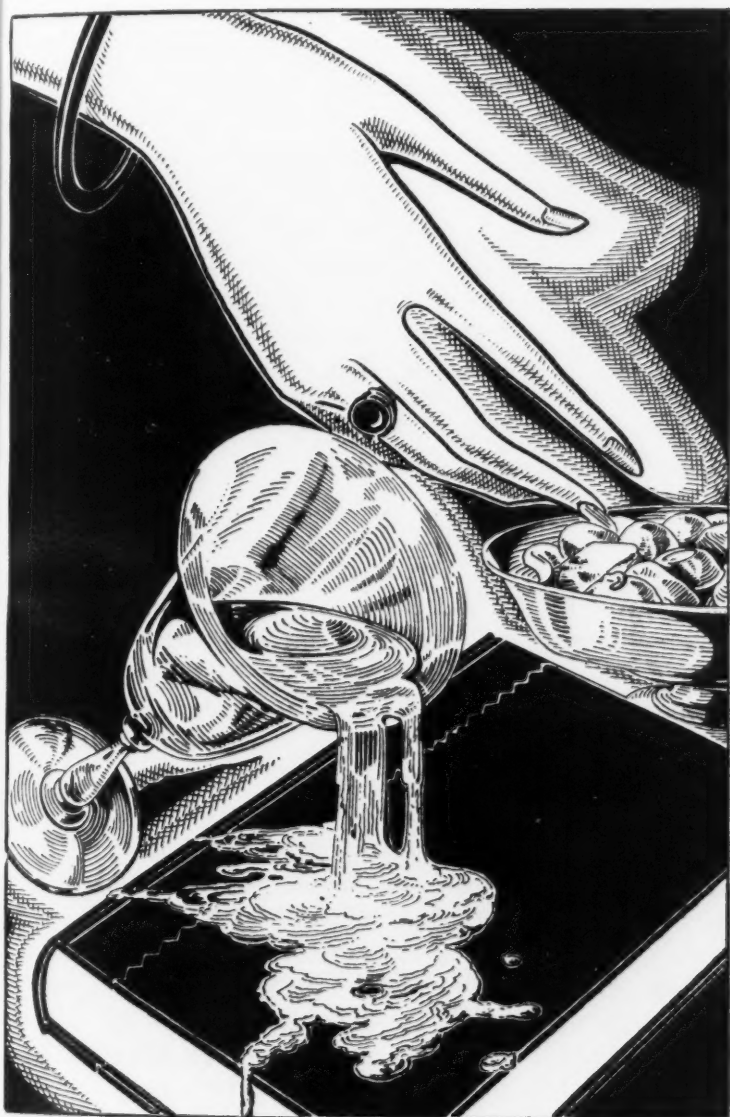
Traveling westward over the map one finds two more Asiatic countries in the Yearbook. "Thai" is a contribution on writing and printing in Siam, by *Paul Freye*, who for years was engaged in the Royal Siamese school system. "Printing in India today—its national aspect," the title speaks by itself, is a short note by *Nitindranath Ganguly*.

Eastern Europe, probably by play of chance, is also well represented this year. The director of the Bulgarian State Printing Office in Sofia, *Alexander Makedonsky*, has written on the background of printing in Bulgaria, a tale of prolonged woe and final resurrection. The introduction of wood engraving as practiced originally by Thomas Bewick, into Russia and the fine school of illustrators between 1840 and 1850 has been dealt with by the author of this column, who based his study on a group of recently acquired Russian woodcut books in the Columbia University Library. An article on Roumania's bookmaking by *Virgil Molin*, Editor of the *Grafica Româna*, is interesting for its fair consideration of both the past and the present. Molin shows also a specimen of a

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Surface-Sealed

AGAINST WATER



SOMETIMES it seems as though library books have a special attraction for water. A glass of water always chooses to fall toward library books. Careless hands drop library books in wet places. And the one night a library book is left on the porch, it rains. And so it goes! Very often these mishaps result in the return of books with badly disfigured covers. But there is absolutely no need for the librarian to worry if the books are bound in Sturdite Leather Cloth.

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COVER MATERIALS

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HOLLISTON BOOK CLOTHS ROXITE, THE PYROXYLIN-IMPREGNATED CLOTH

LIBRARY BUCKRAM

Many binding authorities consider Library Buckram the ideal material for re-binding library books. This is especially true among those who prefer to apply lacquer to the finished book covers by hand or air brushing. Unquestionably this method gives maximum durability at minimum cost.

Roumanian type of his own design, the first type ever designed and cast in Roumania.

This brings us to the contributions devoted exclusively to the book arts of today. There is, in English, a review of Eric Gill's "Essay on Typography" (see *Publishers' Weekly*, June 4, 1932, p. 2270) by Noel Carrington of the Kynoch Press, London, which should perhaps have been written in German, since the English readers probably know the book, or reviews of it, better than the German subscribers of the Gutenberg Yearbook. Norwegian book art is treated by Victor Smith, Chief Librarian of the Bergen Public Library. A critical digest of the Salon International du livre d'art, Paris, 1931, has been contributed by Prof. F. H. Ehmcke, noted German type designer and head of the Rupprecht-Press, Munich. This review is particularly valuable for its sensible and sympathetic judgment of the modern French book arts as shown in the Paris exhibition last year. Ehmcke formulates very well how the modern French conception of "Fine Printing" differs fundamentally from the English-German-Dutch-American school, which has an altogether more rigid respect for the unity of the book.

Apart from the generous extending of its gates to as wide and promiscuous a group of writers and subjects as possible, the Gutenberg Yearbook has only one special subject: the Invention of Printing and its early phases. There are eight articles on printing and illustration in the 15th century, of which I should like to mention Victor Scholderer's contribution: "Federico de'Conti and the first books printed at Iesi" and also Dr. Consentius' article on the Gesamtkatalog der Wiegendrucke. This article is another step in the very important discussion—now in progress for already a number of years—whether types in books of the 15th century can furnish conclusive evidence for their place and date of origin or not. Consentius was the first to doubt seriously the possibility of thus identifying early printed books, but his attack has met with violent opposition from the official defenders of the type-identification school.

There are other articles, on later phases of printing, for instance one by Douglas C. McMurtrie on "The Beginnings of Printing in Idaho," and a great deal of

excellent illustrative material with most of the contributions.

IMPRIMATUR. Ein Jahrbuch fuer Buecherfreunde. Dritter Jahrgang. Hamburg, Gesellschaft der Buecherfreunde zu Hamburg, 1932.

Whereas the Gutenberg Yearbook is international, and in the main, retrospective, Imprimatur is modern, or better, contemporary, and in the main, German. As a Bibliophile Yearbook it has of course a good many articles on literary material and related subjects which do not concern us here. Among the Bookmaking articles, one might think of distinguishing between those of general and those of local interest. However they overlap. The discussion of modern tendencies of bookmaking as against surviving traditions is given prominent space. No less an authority than Paul Renner, the designer of the Futura type, attempts a careful weighing of good and bad tradition and "modern" and "modernistic" tendencies in an article which he calls: "Modern, traditional, modisch."

A literary manifestation in defence of extreme modernism in Jan Tschichold's article on "El Lissitzky," the Russian typographer-artist.

A very different contribution, technical, concrete, reliable, is an article on recent printing of halftones on uncoated paper, by Joseph Kaeufer, with original specimens. Armin Renker reviews, also with original specimens, a group of hand made German papers produced for American customers.

As an important yearly feature, Imprimatur contains again, by Konrad F. Bauer, a review of new German types brought out in the course of last year. The review begins with an account of the "Egyptienne" family, which in Bauer's opinion does not mean as fundamental a departure as the sans-serif types, but rather a supplement and a further variation of this new family. Specimens of the more important designs are shown.

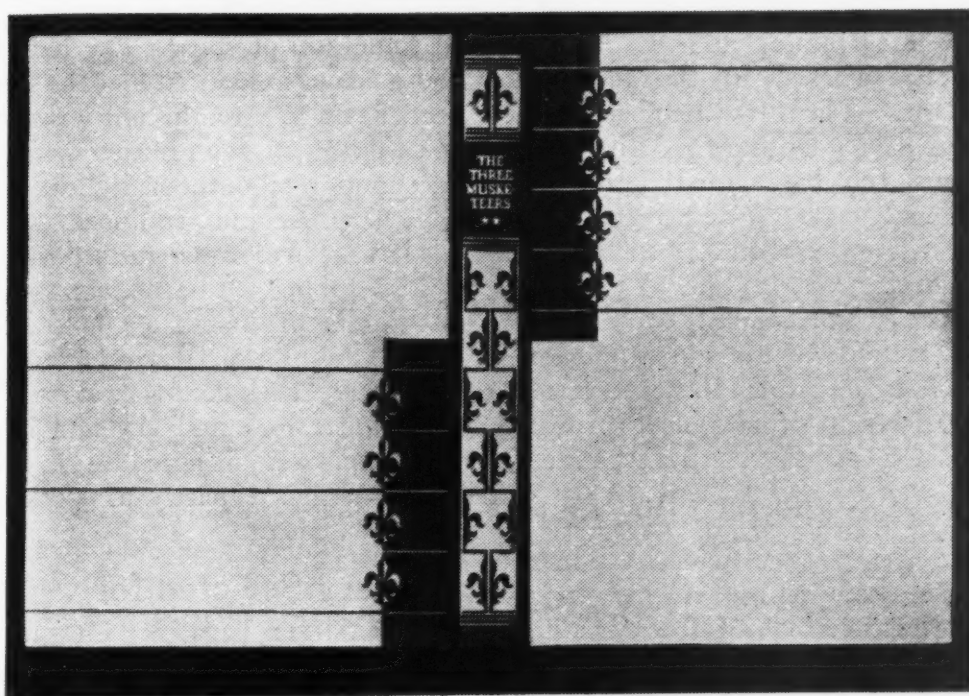
BOOK COVER DIES

SINCE 1885

Becker Bros. Engraving Co.

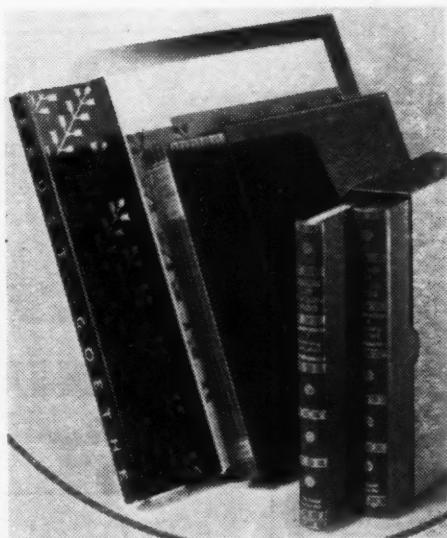
103 Lafayette Street . . . New York

THE LIMITED EDITIONS CLUB too, chooses INTERLAKEN UNFINISHED



*The beauty of the cloth is paramount,
—but the economy is important, too!*

ABOVE—Cover of *The Three Musketeers*, as conceived by Leroy H. Appleton, for The Limited Editions Club. The binding is MECO, one of the new and attractive Interlaken Unfinished Cloths—yellow, stamped in real gold and blue. The text is being printed by The Halcyon Press, in Brussels, Belgium, with hand-colored drawings by Pierre Falke; it will be issued in two volumes to the Club's subscribers in November.



LEFT—In addition to the attractive covers shown above in Unfinished cloth, at the left are shown three other notable productions of The Limited Editions Club, for which other Interlaken Cloths were selected. *La Fontaine's Fables*, designed by D. B. Updike, is bound in a special Interlaken blue vellum, *Jorrocks' Jaunts and Jollities*, also designed by Mr. Updike, is bound in Extra S43. *Faus*, was designed by Rene Clarke and is bound in Extra S65.

THE INTERLAKEN MILLS

Providence, R. I.

New York Office: 18 Thomas St.

New Printing Firm Starts

A NEW FIRM, William E. Rudge's Sons, Inc., has just been started in New York to do fine book and advertising printing, specializing in printing for publishers, catalogs and pamphlets and limited editions. The firm has been started by the two sons of the late William E. Rudge, Frederick G. Rudge and William Edwin Rudge, 3rd. Connected with them in the new enterprise are George F. Bromley and V. A. Ives, who formerly worked in the late Mr. Rudge's plant. The fifth member of the new firm is R. L. Dothard. William E. Rudge's Sons, Inc. has a small letter-press plant in Brooklyn at 109 South 5th Street and New York offices with Arthur S. Allen at 280 Madison Ave. The first limited edition to be manufactured by the new plant is "A Defense of the Ignorant Man" by L. A. G. Strong for House of Books. The announcement of the new printing plant is in Weiss, a little-known type face.

Bookmaking Courses Planned

NEW YORK UNIVERSITY, which has in recent years been conducting printing courses under the directorship of Otto W. Fuhrman, has now issued its fall announcement of courses, which cover every aspect of designing, printing, layout, bookmaking, history of the graphic arts, etc. General information and a catalog can be had by writing to the Executive Secretary of the College of Fine Arts, 250 East 43rd Street, New York. The courses are held at the Washington Square Center of the University, and the lectures begin on September 20th. The cost per lecture is very moderate but varies according to the extent and character of the course.

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Printers of books of all kinds,
Trade Editions, Editions de
luxé, Catalogues, Pamphlets,
Reports, Programmes, Circulars,
Bookplates, Stationery, &c.

712 Beacon St., Boston

Vail Ballou Press Has New Plant

A NEW PLANT, containing 100,000 square feet of floor space, has recently been occupied by the Vail-Ballou Press in Binghamton, New York. The business offices have been moved from Jarvis Street to Charles Street, the location of the new building, where they occupy the ground floor of a four-story brick building. The second floor is equipped as a dining room with a capacity of some 300 persons. The new composing room, covering an area of 15,000 square feet, has a saw-tooth cantilever roof which is designed to give lighting which is said to be superior to outdoor lighting. Nineteen Linotype machines, equipped with the most modern devices, are arranged in three banks in this room. The matrix room contains 250 fonts of matrices, 50 trays of sorts, 500 cases of special characters and more than 200 "side boards," all of which are kept under lock and key and in charge of one employee. There are five fire proof vaults with a capacity of 5,000,000 plates in the basement.

Jury Selected for Contest

THE LIMITED EDITIONS CLUB in planning for a series of illustrated books has secured the cooperation as a jury of Carl Purington Rollins, printer to Yale University and Frederic Warde, consulting typographer of the plant of William Edwin Rudge. George Macy, the President of the Limited Editions Club, is also on the jury.

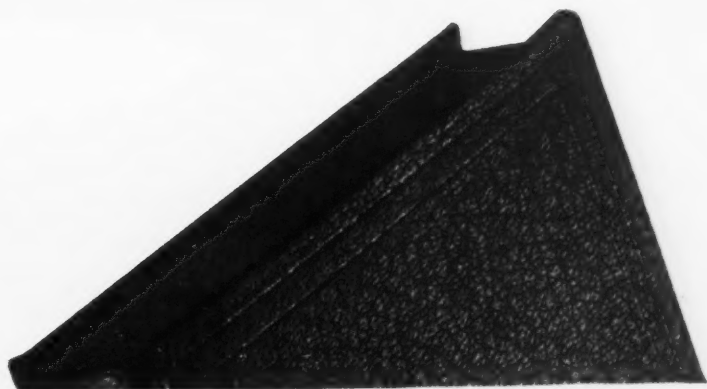
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Complete Edition Work

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Bookmaking Courses at Columbia Announced for Next Year

EVENING COURSES on book production under Dr. Hellmut Lehmann-Haupt have been announced by Columbia University for the scholastic year 1932-33. During the winter session, September 28 to February 7, Dr. Lehmann-Haupt will take up the history of bookmaking, giving a general review of the entire history of book production, together with the consideration of papermaking, binding, type faces and the art of printing. The Spring course, February 8 to June 1, will be devoted to modern bookmaking and will be a seminar course designed especially for those who have a practical interest in modern bookmaking. Registration for the winter course must be made in person between September 21 and October 1. The fee for each course is \$20 and each gives 2 credit points.

A Bruce Rogers Masterpiece

"SOME TIME THIS FALL," says the bulletin from 10 Clifford's Inn, London, "the new translation of the Odyssey printed under the supervision of Bruce Rogers at the press of Emery Walker, Inc., will be ready for delivery to subscribers." The price is to be \$50. There are 500 copies. It is a volume of 358 pages, size 11½ x 8, on which Mr. Rogers has lavished months of care and experiment. For the decorations he designed 26 Homeric figures from Greek vase paintings which have been printed in black on gold leaf at the head of each book and on the title-page. The volume is to be bound in full black Niger morocco.

As was stated in the first announcement of this book in the *Publishers' Weekly*, the new translation, which is the twenty-eighth in English, was done by T. E. Lawrence of Arabia fame, the idea of the translation having been that of Mr. Rogers, who from

America carried on negotiations with Mr. Lawrence and later while in England had a most happy and cordial relationship with the translator. In accordance with the Lawrence tradition, his name does not appear at all upon the announcement that is now made of the book, but the introduction is quoted, "The twenty-eighth English rendering of the Odyssey can hardly be a literary event, especially when it aims to be essentially a straightforward translation. Wherever choice offered between a poor and a rich word richness had it to raise the color. I have transposed the order of metrical Greek being unlike plain English. Not that my English is plain enough. Wardour-Street Greek like the Odyssey's defies honest rendering. Also I have been free with moods and tenses; allowed myself to interchange adjective and adverb; and dodged our poverty of preposition, limitations of verb and pronominal vagueness by rearrangement. However scholars may question the text in detail, writers (and even would-be writers) cannot but see in the Odyssey a single, authentic, unedited work of art, integrally preserved."

New Reprints for Continent Announced by Mrs. Crosby

A NEW SERIES of inexpensive reprints for the continent, similar to the Tauchnitz reprints except that they will be of contemporary American and French authors, has been announced by Mrs. Caresse Crosby, proprietor of the Black Sun Press in Paris. The series will be called the Crosby Continental Editions, and will be published for English-speaking people in Europe. The price will be 12 francs. Some of the authors to be represented in the initial volumes will be William Faulkner, Ernest Hemingway and Dorothy Parker.

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BOOK CHARACTER



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August Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

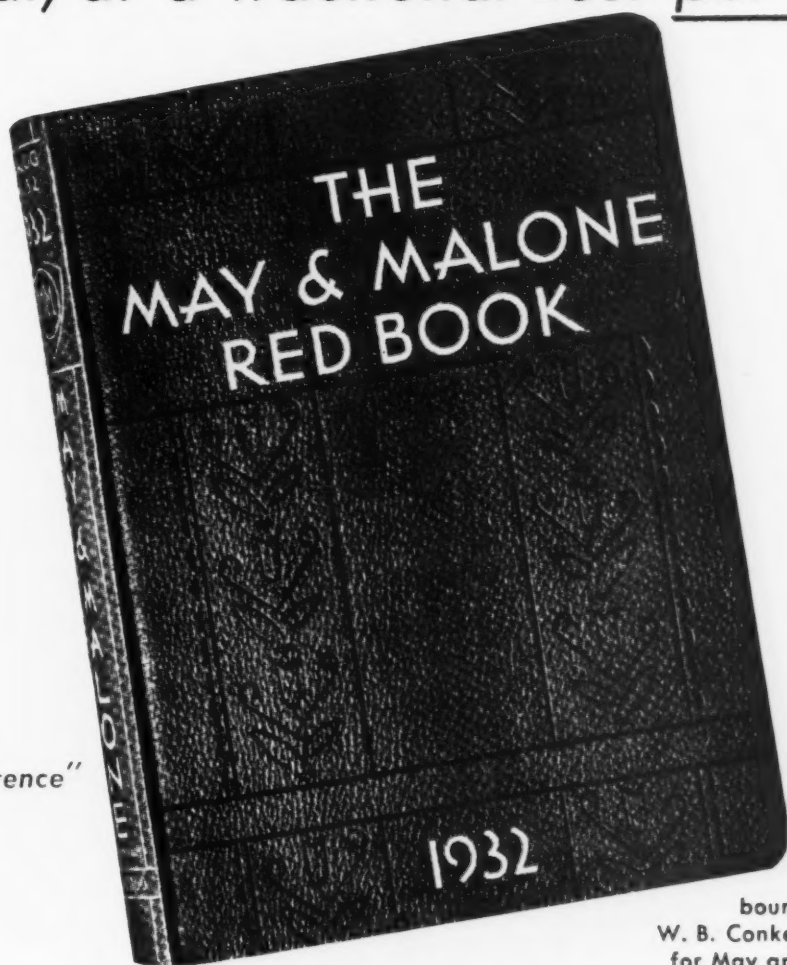
CLASSIFICATION	August, 1932			August 1931	8 mos. 1932	8 mos. 1931
	New Books	New Editions	Totals 4 Weeks	Totals 5 Weeks	Totals	Totals
Philosophy, Ethics	15	—	15	17	171	193
Religion, Theology	25	—	25	55	403	512
Sociology, Economics	42	3	45	58	424	392
Law	6	1	7	21	47	69
Education	18	—	18	14	182	170
Philology	10	2	12	19	132	180
Science	26	4	30	33	266	297
Technical Books	12	1	13	31	120	235
Medicine, Hygiene	19	7	26	61	212	273
Agriculture, Gardening	3	1	4	8	48	62
Domestic Economy	2	—	2	9	48	43
Business	8	8	16	15	101	128
Fine Arts	6	—	6	7	115	116
Music	3	—	3	8	46	56
Games, Sports	11	—	11	17	109	103
General Literature	18	3	21	43	238	294
Poetry, Drama	21	2	23	47	341	430
Fiction	107	38	145	214	1324	1403
Juvenile	71	25	96	182	321	567
History	27	2	29	24	271	291
Geography, Travel	10	3	13	14	182	241
Biography, Genealogy	40	4	44	64	413	473
Miscellaneous	4	1	5	3	50	45
Total	504	105	609	964	5564	6573

For August, 1931 (5 weeks) the totals were:

New books	770	New editions	194	Total	964
Decrease of	266	Decrease of	89	Decrease of	355

Totals for 8 months, 1932, show a decrease of 1009 from totals of 8 months, 1931.

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The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Aeschylus

The Agamemnon of Aeschylus; a revised text with introduction, verse translation and critical notes by J. C. Lawson. 215p. O '32 [N. Y., Macmillan] \$4.50

Allee, Marjorie Hill [Mrs. Warder Clyde Allee]

The road to Carolina. 240p. il. D c. Bost., Houghton \$2

A Civil War story, laid in Kentucky and Tennessee, for boys and girls from 11 to 15.

Babbitt, Harold E.

Sewerage and sewage treatment; 4th ed. 596p. O '32 N. Y., Wiley \$5

Bell, Louise Price

Sick-a-bed Sally. 96p. il. (pt. col.) O [c. '32] N. Y., Crowell \$1.50

The story of Sally, a little girl who learned how to make the time pass quickly while she was in the hospital.

Blasco Ibáñez, Vicente

The Three Roses; tr. from the Spanish by Stuart Edgar Grummon. 348p. D c. N. Y., Dutton \$2.50

Dona Manuela's extravagance and love of display finally brought ruin upon her husband and household as she attempted to make their store, the Three Roses, pay for her unending luxuries.

Bobo, Albert E.

Five good checks. 29p. S [c. '32] Brooklyn, N. Y., Author, 156 Monroe bds. \$1

A definite detailed plan to dispel apathy among members of churches, lodges and other organizations.

Bowers, Claude Gernade

Beveridge and the progressive era. 634p. (3p. bibl.) il. O c. [Bost.] Houghton \$5

This life story of the late Albert J. Beveridge and a political history of the United States from the Spanish War to the years following the World War.

Brannan, May

His first and only love. 102p. D [c. '32] Bost., Christopher \$1

A romance.

Brown, Mrs. Jennie Broughton

Fort Hall on the Oregon Trail; a historical study. 467p. il., maps '32 Caldwell, Id., Caxton Printers \$2.50

Bruun, Geoffrey

Saint-Just, apostle of the Terror. 168p. (bibls.) O c. Bost., Houghton \$2.50

The career of the French Revolutionary leader.

Burnett, William Riley

The giant swing. 290p. O c. N. Y., Harper \$2.50

The story of Joe Nearing, a piano player in a jazz band, who was torn between the desire to be like the cheap, hard-boiled men around him and his love for fine music which they ridiculed.

Carver, George

Paragraph design [English composition]. 128p. D '32 N. Y., Nelson 68 c.

Chamberlain, Charles Joseph

Methods in plant histology; 5th rev. ed. 430p. (bibls.) il., diagrs. O [c. '01-'32] Chic., Univ. of Chic. Press \$3.25

Clark, Florence Elizabeth

The printing trades and their workers. 143p. (2p. bibl.) il. D [c. '32] Scranton, Pa., Internat'l Textbk Co. \$1.40

Clark, William Lloyd

The story of my battle with the scarlet beast [anti-Papal]. 441p. il. D '32 Milan, Ill., Rail Splitter Press \$3

Cleugh, James

Ballet for three masks. 365p. O c. N. Y., Dial Press \$2.50

The story of two men and a woman whose experiences and lives run parallel awhile, then clash and separate forever; but even in separation each continues to affect the others.

Cohen, Isidore David

Find yourself; how to choose your life work, prepare for it, enter upon it, and succeed in it. 284p. D [c. '32] N. Y., Holston House, Sears \$2

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Cole, Walter

A B C book of people. no p. il. (col.), maps (col.) F [c.'32] N. Y., Minton, Balch bds., \$2.50

Twenty-six full page drawings of typical men of different nations in their native costumes, faced by pages of description. For children.

Croft-Cooke, Rupert

Night out. 286p. D c. N. Y., Dial Press \$2

The story of what a young English clerk did with an unexpected legacy of five hundred pounds.

Darrow, Floyd Lavern

The new world of physical discovery. 371p. (bibl.) front. O [c.'30] N. Y., Blue Ribbon B'ks \$1

d'Esque, Count Jean Louis ("Chips")

A count in the fo'c'sle. 304p. O [c.'32] N. Y., Brentano's \$2.75

An account of the author's many adventures as a deep-water sailor in all parts of the world.

Duff, Alexander Wilmer, ed.

Physics for students of science and engineering; 7th rev. ed. 695p. (bibls.) il., diagrs. O [c.'32] Phil., Blakiston's \$4

Dunn, John Beamond

Perilous trails of Texas [history]. 172p. il. D [c.'32] Dallas, Southwest Press \$2.50

Education for home and family life; pt. 1, In elementary and secondary schools; report of the Subcommittee on Parental Education. 136p. (2p. bibl.) O (White House Conference on Child Health and Protection, Section 3—Educ. and training) [c.'32] N. Y., Century pap., \$1

Ernst, James Emanuel

Roger Williams, New England firebrand. 552p. (bibl. footnotes) front. (por.) O c. N. Y., Macmillan \$4

A study of the life and revolutionary ideas of Roger Williams who, as the founder of the Providence settlement in 1636, may be considered America's first democrat and non-conformist.

Fleming, Andrew Magnus

The new creation. 383p. D c. Bost., Meador \$2

A novel laid in Iowa.

Freeman, Kelsey

Last lover. 315p. D [c.'32] N. Y., Greenberg \$2

The story of a modern woman's struggle to retain the integrity of her love for a weak, selfish man. The setting is New York.

Freeman, Martin Joseph

Murder by magic. 288p. D (Dutton clue mystery) c. N. Y., Dutton \$2

George Traverse, amateur magician, while performing one of his tricks involving shooting, was killed and Christopher Smart of the local police solved the mystery.

Freese, Sarah Jane

The sunny south and golden west cook book. 207p. D c.'32 [Bar Harbor, Me., Author, General Delivery] \$2

French, Richard S.

From Homer to Helen Keller [history of work for the blind]. 298p. (7p. bibl.) O '32 N. Y., Amer. Found. for the Blind \$2.25

George, Lloyd, and Gilman, James

Modern Mercuries; the story of communication. 292p. (8p. bibl.) il. O c. N. Y., McBride \$3

A history of communication through the ages from early smoke signals up to the latest developments in radio. For boys.

Gerrard, Bassigny

Island girls I loved. 330p. front. O [c.'32] N. Y., Harcourt \$3.50

The author's romantic adventures during a sojourn in the glamorous South Sea Islands.

Gerwig, George William

Loyalty; an element in the character of the good American. 87p. il. S (Guideposts to character) [c.'32] N. Y., Amer. B'k 40 c.

Perseverance; an element in the character of the good American. 95p. il. S (Guideposts to character) [c.'32] N. Y., Amer. B'k 40 c.

Ad clerium; helps to celebrating the Holy Communion. 18p. O '32 Milwaukee, Morehouse pap. 20 c.

Bastedo, Walter A., M.D.

Materia medica, pharmacology and therapeutics; 3rd ed. 739p. il. '32 Phil., Saunders \$6.50

Beals, Ralph L.

The comparative ethnology of northern Mexico before 1750. 137p. (6p. bibl.) maps Q (Ibero-Americana: 2) '32 Berkeley, Cal., Univ. of Cal. Press. pap. \$1.35

Binns, John

Binns's justice, or, Magistrate's daily companion; 13th ed., rev. by Ross H. Pentz. 1005p. O '32 Phil., Geo. T. Bissel Co. \$15

Bosworth, Harry John

Dental economics. 624p. O c.'32 Chic., Bosworth Economic Inst., 5932 Wentworth Ave. lea. cl. \$10

Bureau of American Ethnology; 47th annual report to the secretary of the Smithsonian Institution. 1929-1930. 1115p. (bibls.) il. (pt. col.), diagrs. Q '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

Chasman, Chellis

Manual of mechanical dentistry; 2nd ed., rev. and enl. 184p. il. D [c.'32] N. Y., N. Y. School of Mechanical Dentistry, 125 W. 31st St. lea. cl. \$5

Cutting, Reginald Alex

Principles of preoperative and postoperative treatment. 832p. (bibls.) il. O (Hoerber's surgical monographs) '32 N. Y., P. B. Hoeber \$10

Eckelberry, R. H.

The history of the municipal university in the United States. 221p. (14p. bibl.) il. O (Office of Educ. bull., 1932, no. 2) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

Emanuel, Rev. Cyprian, and The Committee on Ethics

The ethics of war. 55p. (bibl. footnotes) D (Pamphlet no. 9) '32 Wash., D. C., Catholic Ass'n for Internat'l Peace pap. 10 c.

Farley, Philip F.

Rights of foreign consults in the United States [lim. ed.] 60p. D '32, c.'31 N. Y., Charlotte Boardman Rogers, 16 E. 96th St. pap. \$2.50

Fisher, Ernest M., and Smith, Raymond F.

Land subdividing and the rate of utilization. 80p. (bibl. footnotes) diagrs. O (Mich. business studies, v. 4, no. 5) c. Ann Arbor, Mich., Univ. of Mich. pap. \$1

Fox, Florence C.

Safety education; helps for schools in constructing a course of study. 76p. (bibls.) diagr. O (Office of Educ. bull., 1932, no. 8) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Gillmore, Rufus

The ebony bed murder. 288p. '32 N. Y.,
Mystery League 50 c.

Golding, Louis

Forward from Babylon [new rev. ed.]. 312p.
D [c.'32] N. Y., Farrar & Rinehart \$2.50

Grose, Helena

The marrying kind. 254p. D c. N. Y.,
Dial Press \$2

Beth wanted to marry, and when Jason Morelow
proposed she accepted him only to find that women
know nothing of marriage until after the ceremony.

Guest, Edgar Albert

Faith. 32p. il. (col.) S [c.'32] [Chic.]
Reilly & Lee bds. 75 c.; lea., \$1.50, bxd.
Poetry on religious faith.

Hackin, J., and others ★

Asiatic mythology; a detailed description
and explanation of the mythologies of all the
great nations of Asia [tr. from the French by
F. M. Atkinson]. 459p. (bibl. footnotes) il.
(pt. col.) F [n. d.] N. Y., Crowell
buck., \$10, bxd.

Hamilton, Cosmo

Gilded halo. 275p. D c. N. Y., Long &
Smith \$2

An American woman of inherited wealth marries
an Englishman, and later learns that he is as imma.al
as he is charming.

Hamilton, Edwin T.

Handicraft for girls. 284p. (3p. bibl.) il.,
diags. O [c.'32] N. Y., Harcourt \$3

Complete directions for the most popular kinds of
handicraft including stenciling, hooked rugs, pottery,
batik, metalcraft and leathercraft.

Hawkes, Herbert Edwin, and others

Solid geometry; new ed. 232p. diags. D
[c.'22, '32] Bost., Ginn lea. cl., \$1.24

Hays, Arthur H.

Notawkah, friend of the Miamis [fiction].
430p. D '32 Caldwell, Id., Caxton Printers
\$2

Hill, Lawrence Francis

Diplomatic relations between the United
States and Brazil. 332p. (10p. bibl.) O c.
Durham, N. C., Duke Univ. Press \$3.50

A study of the diplomatic relations between the
two countries since Brazil's independence, by an asso-
ciate professor of history in Ohio State University.

Himes, Vera C.

Ola and the runaway bread. no p. il. (col.)
obl. D [c.'32] N. Y., Crowell bds. \$1.50

A picture-story book for young children about a
little Swedish boy.

Pepi and the Golden Hawk; a tale of old
Egypt. 64p. il. (pt. col.) O c.'32 N. Y.,
Crowell \$1.50

Pepi, the son of an Egyptian king, ran away to see
the world and his Golden Hawk charm protected him
in his many adventures.

Howard, Winifred

The vengeance of Fu Chang. 282p. front.
D [c.'32] N. Y., Oxford \$1.75

Most of the events in this mystery story for older
boys and girls happen on a passenger ship plying be-
tween Hong Kong and Shanghai.

Hunt, Clara Whitehill

The little house in Green Valley; il. by
Emma Brock. 95p. il. (pt. col.) D c. Bost.,
Houghton \$1.75

A brother and sister's summer in a New England
village described in a story for children from 8 to 10.

"Inmate Ward 8"

Behind the door of delusion. 341p. D c.
N. Y., Macmillan \$2

An account of the long months that the author, a
former newspaper man, spent in the receiving ward of
a state insane hospital where he went to try to rid
himself of his insatiable craving for liquor.

Irwin, Inez Haynes [Mrs. Will Irwin]

Youth must laugh. 402p. D [c.'32] Ind.,
Bobbs-Merrill \$2.50

The story of the eight Hart sisters is laid in New
England and Colorado in Civil War times.

Irwin, Margaret E. F. [Mrs. J. R. Monsell]

Royal flush; the story of Minette. 405p.
front. (por.) D [c.'32] N. Y., Harcourt
\$2.50

An historical novel, containing no imaginary char-
acters, about "Minette," Princess Henrietta Anne,
daughter of Charles I of England, who dramatically
linked the fate of her brother Charles II with that
of her cousin, Louis XIV.

Johnson, Oscar Doyle

The Tartar slave. 377p. D [c.'32] Bost.,
Stratford \$2.50

A romance of the Middle Ages about Lucas, son
of Tamerlane's chieftain warrior.

Joseph, Mrs. Helen-Haiman

Little Mr. Clown; the adventures of a mar-
ionette. 206p. il. (pt. col.) D [c.'32] N. Y.,
Harcourt \$2

For children from 6 to 10.

Gershanek, Dr. Sinai, ed.

The year books of physical and natural therapy.
707p. (bibl.) O '32 N. Y., Therapeutic Pub. Co.,
Box 1024, City Hall P. O. \$7.50

Goodman, Herman

Rational pharmaceutical treatment of common skin
diseases [lim. ed.]. 350p. il. O [c.'32] N. Y.,
Medical Lay Press \$10

Gradwohl, Rutherford Birchard Hayes, M.D., and others

Laboratory technique; a manual for students and
physicians. 426p. il. O [c.'32] St. Louis, Gradwohl
School of Laboratory Technique, 3514 Lucas Ave. \$8

Harris, Alyce

Puerto Rico; fact and fable. 22p. D '32 [Law-
rence, L. I., Golden Galleon Press] pap. 35 c.

Hood, Clifford E.

Injury to peach fruits by gipsy-moth larvae. 11p.,

il. O (U. S. Dept. of Agri. circular no. 235) '32
Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Hopkins, Timothy

Johns Hopkins of Cambridge, Massachusetts, 1634,
and some of his descendants. 950p. O '32 Stan-
ford Univ., Cal., Stanford Univ. Press \$15

Hunter, George W.

Laboratory problems in biology. 328p. (bibl.) il.,
maps, diags. O [c.'32] N. Y., Amer. B'k pap. 60 c.

Hutchings, Richard Henry

A psychiatric word book; a lexicon of terms em-
ployed in psychiatry and psychoanalysis; 3rd ed.
180p. S '32 Utica, N. Y., State Hospitals Press \$1

Johnston, P. E.

Reducing costs of corn husking. 15p. il., diags.
O (Agri. Exp. Sta. circular 396) [32] [Urbana, Ill.]
Univ. of Ill. pap. apply

Kaus, Gina ★

Luxury liner; tr. [from the German] by Otto F. Theis. 316p. D c. N. Y., Long & Smith \$2

A German doctor, his wife and the man with whom she had eloped, an American financier, a girl from the gutter, and many other varied characters are in this novel whose action takes place aboard a luxurious trans-Atlantic liner.

Knight, Norma

Oh Cynthia! 317p. D [c.'32] Ind., Bobbs-Merrill \$2

When Geoff Ensloe went to live with the Aylesburys in their Denver home he thought it was his duty to try and tame Cynthia, a lovely tyrant who traded on her charms and her family's love to keep them in subjection to her whims.

Laver, James

Nymph errant. 276p. D c. N. Y., Knopf \$2.50

Leaving a Lausanne finishing school with the words of her science teacher "never be afraid to experiment" ringing in her ears, Evangeline Edwards spent an amazing year experimenting in Europe with André, Alexei, Heinz, Ferdinand, and several others, before returning to her aunt's quiet home at Oxford.

Lawrence, David Herbert [Lawrence H. David, pseud.]

Lady Chatterley's lover. 327p. D '32 N. Y., Knopf \$2.50

This abridged edition is the first authorized edition of the novel, which Lawrence considered his greatest work, to be published in this country.

Lawrence, James Cooper

The year of regeneration; an improbable fiction. 235p. O c. N. Y., Harper \$3

Calvin Quincy Cabot, writing in Cambridge, Mass., in the year 1983, describes how economic problems of the United States were solved in 1933.

Leach, William Herman, ed.

The Cokesbury funeral manual. 224p. T [c.'32] Nashville, Tenn., Cokesbury Press flex. lea. cl. \$1, bxd.

Historic funeral liturgies, hymns, poetry and prose for the service and consolation.

Lindley, Ernest Kidder

Franklin D. Roosevelt; a career in progressive democracy. 379p. front. (por.) O [c.'31] N. Y., Blue Ribbon B'ks \$1

McCaslin, Herbert J.

Wood pattern-making; a textbook; 2nd ed. 311p. il. D '32 N. Y., McGraw-Hill \$2.25

McConathy, Osbourne, and others

The music hour; one book course. 220p. il. (pt. col.) O [c.'32] Newark, N. J., Silver, Burdett 84 c.

McGuire, Paul

Three dead men. 341p. D c. N. Y., Brentano's \$2

Mr. Horner's uneventful sojourn at a seaside resort in southern England was interrupted by three violent local deaths which he, believing them to be murders, determined to solve.

Mahan, Jabez Alexander

Maria Theresa of Austria. 379p. (3p. bibl.) il. (pors.), map O [c.'32] N. Y., Crowell \$3.75

A biography of the great Hapsburg queen of the 18th century, based on a study by the author of the Austrian national archives.

Manning, Clarence Augustus, and Fuller, O. Muiriel

Marko; the king's son, hero of the Serbs. 308p. (bibl.) il., map O c. N. Y., McBride \$2.50

The story of Marko Kralyevich, a great Balkan hero, who lived in the 14th century, told for children.

Mantegazza, Paolo ★

Anthropological studies in the sexual relations of mankind; lim., numbered ed. '32 N. Y., Falstaff Press, 260 5th Ave. \$6

Maran, René ★

Batouala; tr. by Alvah C. Bessie; il. by Miguel Covarrubias; lim., signed, numbered ed. 120p. il. (pt. col.) F N. Y., Lim. Eds. Club lea., \$10, to members

Mathiews, Franklin K., ed.

The Boy Scouts year book. 223p. il., diagrs. O [c.'28-'32] N. Y., Appleton \$2.50

An annual anthology of stories and articles.

Mencken, Henry Louis

Making a president; a footnote to the saga of democracy. 100p. nar. D c. N. Y., Knopf \$1.50

Mr. Mencken's reports of the 1932 Republican and Democratic National Conventions to the *Baltimore Sun*, with an explanatory and historical chapter from the *June American Mercury*.

Meredith, Mrs. Florence Lyndon

Hygiene; a textbook for college students; 2nd ed. 814p. (5p. bibl.) il., maps (pt. col.), diagrs. O [c.'32] Phil., Blakiston's \$3.50

Mitchell, Samuel Alfred

Eclipses of the sun; 3rd ed., rev. and enl. 507p. (bibl. footnotes) il. (pt. col.), diagrs. O '32, c. '23-'32 N. Y., Columbia Univ. Press \$5

Montgomery, Franz, comp.

Essays in science and engineering; selected readings for students of composition. 632p. O c. N. Y., Long & Smith \$2

Mother Goose; il. by Sybil Tawse. 224p. il. (pt. col.) O [n. d.] N. Y., Crowell \$2.50

Kelly, Howard A., M.D., and Ward, Grant E., M.D. Electrosurgery. 305p. il. '32 Phil., Saunders \$7

Ketchum, Milo S.

Stresses in framed structures; pt. 1, Design of steel mill buildings. 217p. il. O '32 N. Y., McGraw-Hill \$2.50

Kohn, David

The optimist's Bible. 27p. T c. '32 Los Angeles, Curio Bk. Shop, 721 W. 6th St. pap., apply

Kuhns, Luther J.

Course of study in handwriting for third grade.

42p. (bibl.) O [c.'32] Norristown, Pa., J. Hartenstein pap. 35 c.

Lamon, Harry Niles

Poultry breeding and selection. 100p. il. D '32 Wash., D. C., Author, 1426 You St., N.W. pap. \$2

Middleton, H. E., and others

Physical and chemical characteristics of the soils from the erosion experiment stations. 50p. (2p. bibl.) O (U. S. Dept. of Agri. technical bull. no. 316) '32 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., apply

Mother Goose

Jolly rhymes of Mother Goose; ed. by Watty Piper; il. by Lois Lenski. no p. il. (pt. col.) S (Star b'ks for children) [c.'22-'32] N. Y., Platt & Munk 60 c.

Muggeridge, Malcolm

Autumnal face. 286p. D '32 N. Y., Putnam \$2

The story of a middle-class family in a London suburb, especially of the mother, quiet, courageous and self-sacrificing.

Murieta (Joaquin), the brigand chief of California; a complete history of his life from the age of sixteen to the time of his capture and death in 1853 [lim. ed.]. 123p. (4p. bibl.) il. (col.) O (Americana reprints no. 1) c. San Francisco, Grabhorn Press bds., \$3

The first of a new series of reprints, limited to 500 copies, each, of scarce books and pamphlets relating to early American history. Two will be issued each month. The books in the series will range in price from \$1.50 to \$3.

My first library. no p. il. (pt. col.) O (n. d.) [N. Y.] Platt & Munk 60 c., bxd.

A box containing eight paper-bound stories for children—"Chicken Little," "Little Black Sambo," "The First Circus," "The Gingerbread Boy," "The Little Red Hen," "Peter Rabbit," "Three Little Pigs" and "The Rooster, the Mouse and the Little Red Hen."

O'Brien, Frank Michael

Murder mysteries of New York. 231p. D '32, c.'25-'32 N. Y., Wm. F. Payson \$2

Narratives of ten real murder mysteries of New York City, by the editor of the New York Sun.

O'Connor, Frank

The saint and Mary Kate. 301p. D c. N. Y., Macmillan \$2

The strange story of Mary Kate, an illegitimate child living in an old tenement in Cork, Ireland, and of Peter, whom she loved.

Parrish, Wayland Maxfield

Reading aloud; a technique in the interpretation of literature. 401p. O (Nelson's English ser.) '32 N. Y., Nelson bds., \$2.25

Patterson, Ernest Minor, ed.

National and world planning. 307p. (bibl. footnotes) diagrs. O (Annals, v. 162) c. Phil., Amer. Academy of Political & Soc. Science \$2.50; pap., \$2

Pertwee, Roland

Death in a domino. 268p. D '32 Bost., Houghton \$2.50

Seven guests, all hating their host, Lord Studholme, had assembled for a party, and after dinner they played "Murder," and Lord Studholme the "victim" was actually murdered.

Phelps, Frances Brown

Nikita; a story of Russia; il. by Maitland de Gogorza. 263p. O [c.'32] N. Y., Harcourt \$2

An adventure story for children from 10 to 14 laid in Russia in the days before the Revolution.

Piper, Watty, ed.

Fairy tales children love; il. by Eulalie, and Lois Lenski. no p. il. (pt. col.) S (Star b'ks for children) [c.'23-'32] N. Y., Platt & Munk 60 c.

Playshop Laboratory plays (first series). 154p. il. (col.) O c. [S. Hadley, Mass] Playshop Laboratory, Mt. Holyoke Coll. pap., \$1.35

Four plays written and produced by Mt. Holyoke students, with an introduction on the work of the Playshop Laboratory of the Department of English Literature and Drama.

Poole, Ernest

Nurses on horseback. 176p. il. D c. N. Y., Macmillan \$1.50

The story of the organization and work of the Frontier Nurses in the Kentucky mountains.

Pousette-Dart, Nathaniel

Ernest Haskell, his life and work. il. '32 N. Y., Aventine Press, 250 Park Ave. ¾ lea. \$5

Proudfit, Isabel

The ugly duckling, Hans Christian Andersen. 213p. (3p. bibl.) il. O c. N. Y., McBride bds. \$2.25

A biography for young people of Hans Christian Andersen, famous writer of fairy tales.

Publishers' trade list annual (The), 1932. various p. Q '32 N. Y., R. R. Bowker Co. \$4
Containing the current catalogs of all American publishers.

Quin, B. G.

The death box. 287p. D [c.'32] N. Y., Greenberg \$2

Clarkson-Parry solves the mystery behind the meeting of the masked men at his friend's shooting-box.

Radziwill, Catherine Rzewuska, princess [Mme. Charles Danvin, Count Paul Vassili, pseud.]

It really happened; an autobiography. 278p. il. O c. N. Y., Dial Press \$3

The life story of a Russian aristocrat who found herself penniless in America after the Revolution and forced to face the world alone.

Reference catalogue of current literature,

The; 3 v. various p. O '32 N. Y. [R. R. Bowker Co.] \$20

Two volumes of the catalogs of English publishers, containing the full details of books now in print and on sale, and an index volume, listing authors, titles, prices, and publishers.

Murals by American painters and photographers [essays by Lincoln Kirstein and Julien Levy]. no p. il. O [c.'32] N. Y., Museum of Modern Art pap. 50 c.

Peterson, E. T., and others

Teacher supply and demand in Iowa. 464p. O (Studies in educ., v. 7, no. 2) '32 Iowa City, Ia., Univ. of Ia. pap., \$2.50

Phillips, Grace Darling

World-fellowship people. 127p. (11p. bibl.) D [c.'32] N. Y., Friendship Press pap., priv. pr.

[Quaintance, A. L., and others]

The peach borer; how to prevent or lessen its ravages. 14p. il. O (Farmers' bull. no. 1246) [c.'32] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Rahn, Otto

Physiology of bacteria. 438p. il., diagrs. O [c.'32] Phil., Blakiston's \$6

Reeves, Charles E.

Workbook in high school observation and practice teaching. 270p. Q (Appleton ser. in supervision and teaching) '32 N. Y., Appleton pap. \$1

Reh, Frank

Light, forces and machines. 208p. (bibl.)
il., diagrs. S (Science related to life b'k. 4)
[c.'32] N. Y., Amer. B'k 60 c.

Water, air, sound, heat and health. 379p.
(bibls.) il., diagrs. S (Science related to
life, bks. 1 and 2) [c.'32] N. Y., Amer. B'k
92 c.

For an elementary science course.

Rogers, Stanley Reginald Harry

The Indian Ocean; il. by the author. 253p.
il. (pt. col.), maps O [n.d.] N. Y., Crowell
\$2.75

The history of the Indian Ocean, the fifth in Mr.
Rogers' nautical series.

Rosenthal, Rev. George David

Ageless stories. 247p. O '32 [N. Y., Ed-
win S. Gorham] \$2

Biblical parables interpreted in the light of modern
civilization.

Rutherford, Answorth

Squawberry Canyon [juvenile fiction]. 203p.
il. D '32 Caldwell, Id., Caxton Printers \$2

Scott, George Ryley

Ten ladies of joy. 178p. (bibl.) O [n.d.]
N. Y., Greenberg bds. \$3

Biographical sketches of ten women who are famous
for their many love affairs.

Shepperson, Archibald Bolling, comp.

An angler's anthology [verse]. 25p. D '32
University, Va., Madison Lane Press bds., \$1

Siebe, Josephine

The Hay Village children; tr. from the Ger-
man, with a foreword, by Frances Jenkins
Olcott. 190p. il. (pt. col.) D c. Bost.,
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✿ ✿ ✿ In next week's issue, a bookstore book buyer will write for us an answer to Raye Bidwell's article in the August 13th issue, "Buyers Who Do Not Confirm." The article will be called, "Why Buyers Do Not Confirm"; and will argue especially from the point of view of the department store buyer. ✿ ✿ ✿

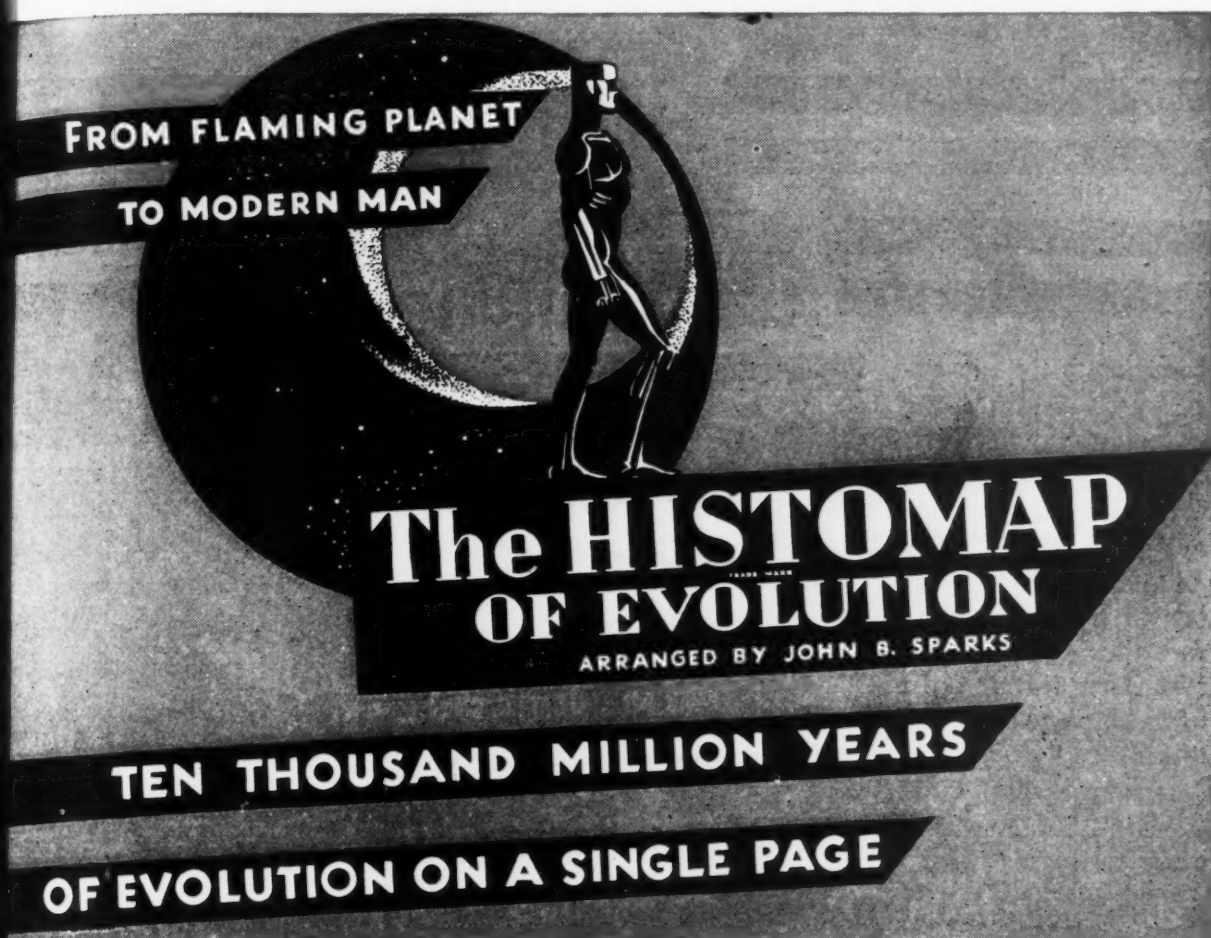
✿ ✿ ✿ The September 17th number will be the Fall Announcement Number. It will, as usual, list all the books of the fall and winter seasons. And will contain articles on several groups of books which offer special possibilities for fall promotion in the bookstore. ✿ ✿ ✿

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